



PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XVIII. NEW YORK, JANUARY 27, 1897.

No. 4.



IT'S TRUE!

BOOKS ARE
OPEN TO ALL.

*"Neighbors size up things better than those
at a distance."—Abraham Lincoln.*

THE PHILADELPHIA RECORD

daily carries in its columns more local advertising than
any other Philadelphia newspaper.

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This is the result of home scrutiny and repaid
experience.

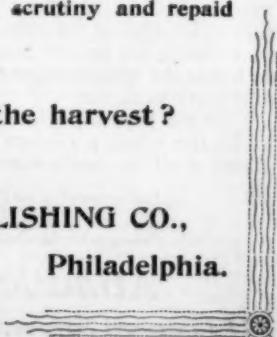
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Why not share in the harvest?

For rates address

RECORD PUBLISHING CO.,

Philadelphia.





Women

are the Disbursing Agents.

They dispose of the money for the family. They do the buying generally for the household. Reach the women and you get the money. They are best reached through the local weekly. Attractive advertisements continuously inserted are sure of interesting the buyers of the family. The above refers to country, not to city people. We reach these family buyers, or rather the 1,600 local weeklies of the Atlantic Coast Lists do—and every week too.

These papers go into the homes of more than one-sixth of all the country readers of the United States every week. Think of all the family buyers talked to!

Half a cent a line per paper for transient advertising,
Quarter of a cent if 1,000 lines are engaged.
One order, one electrotype, does the business.
Catalogue for the asking.

Atlantic Coast Lists,

134 Leonard Street,

New York.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1895.

Vol. XVIII.

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HOUSE-TO-HOUSE WORK.

While an honest and thorough believer in the virtue of the newspaper as an advertising medium, I am just as strong a believer in booklets and circulars. In fact, in some cases, I believe that booklets and circulars should take precedence over newspaper advertising. I believe that in some cases the booklets and circulars should be used first and the newspapers later.

To my personal knowledge several of the most successful proprietary medicines now in existence had achieved a large measure of success by the house-to-house distribution of booklets and circulars, before they ever made use of newspaper advertising. They divided the country up into small sections, and circularized these sections, one at a time, thoroughly by a house-to-house distribution. That this system brought results, and big results, is shown by the fact that these concerns made so much money that they were able to jump into general newspaper advertising almost at a bound. As I have said many times, good advertising is simply advertising that brings results. Evidently the house-to-house distribution of these proprietary medicine concerns brought results, and big results.

While I am on the subject of proprietary medicines, I want to say that I don't know of a more effective way of introducing a good proprietary medicine than by the house-to-house distribution of samples and good literature. "Seeing 's believing." So is trying. Take, for instance, some simple, palatable remedy that is recommended as a laxative. Leave a trial bottle of the remedy, with explanatory printed matter, at each house. It's my observation that seven housewives out of every ten will see that that kind of a sample is given a trial. If the results are favorable—that is, if the medicine proves to be what it claims—

a great many of these people will sooner or later inquire for the remedy at a drug store. That's as direct and effective a way of producing a demand for a medicine as can be conceived.

The plan of distributing samples from house to house has been tried many times with soaps and baking powders, and where the article was right and the distribution was honestly made, I believe the plan has always proved productive of results. Anyway, I notice that the firms who have made the greatest use of these plans are to-day prosperous and wealthy. At the same time they are big newspaper advertisers, and these facts do not in any way take from the value of newspaper advertising.

There are two ways in which a great many advertisers who attempt the house-to-house distribution of circulars and booklets and samples in a great measure fail. One way is through utter carelessness as to the composition and printing of the booklets and circulars. It stands to reason that if an advertiser who is having his booklet shoved under the doors of dwelling houses doesn't want it kicked into the street, he must make it sufficiently attractive and striking to induce any one from the housemaid to the mistress of the house to pick it up, and have some curiosity as to its contents. This is the exact point where many house-to-house distributors fail. Their booklets or circulars are horrible examples of what printers can do. The language used is either stereotyped or absolutely incoherent. I have read proprietary medicine ads of this description that were not only ungrammatical, and badly spelled, but that also showed a really ludicrous ignorance of the simplest physiological facts. Yet these utterly absurd advertisements, faithfully distributed, actually brought fair returns and their authors thrived. This being the case, it is no wonder that booklets and circulars advertising

a really good remedy, and that are attractively printed and illustrated and well worded, should make medicine proprietors rich.

The other point where house-to-house distributors fail is in careless or dishonest distributing. Booklets and circulars that are dumped into the first open sewer naturally don't sell the goods advertised. It doesn't pay to employ irresponsible people to make a house-to-house distribution. In my own experience I have known an office boy to dump a firm's outgoing mail of three or four hundred letters a day into an open sewer rather than carry it six blocks to the post-office. I have known of a case where this had gone on for weeks, and the firm concerned was utterly at a loss to understand what was the matter with its mails. If a regularly employed office boy, out of laziness, pure and simple, will do a thing of this kind, what do you expect of any utterly irresponsible man or boy whom you may pick up, hit or miss, by correspondence, to make your distribution? It's simply pouring money into a rat-hole to intrust a house-to-house distribution of circulars and booklets to irresponsible people.

My conclusion is that the house-to-

house distribution of circulars, booklets and samples is one of the most effective methods that can be used by the general advertiser of many articles. In fact, in some cases I think that this style of advertising should even precede newspaper advertising.—*Billboard Advertising.*

THE BARGAIN COUNTER.

When Dr. Parkhurst attacks the bargain counter he is trying to cure a symptom rather than the disease. His overflowing kindness of heart is manifested in his sympathy with the poor sewing girl in the sickly back alleys, whose half-paid work has produced the articles of such marvelous cheapness. But when he lays the blame upon the bargain seeker, he either does not know the facts, or he has not probed the subject to the bottom, or he does not deem it wise to state all he thinks. It is not the elegant carriage shopper who, through her purchases, is killing by inches the starving sewing girl. The rich may, it is true, refuse to purchase these products made at the expense of health, and perhaps of virtue; but for the multitude of the poor there is no other possibility. To them the bargain counter is essential. Without it their wages would be hopelessly insufficient to give them the least chance to please their taste.—*The Illustrated American.*

A PREPARATORY SCHOOL.

"I want to be an artist."

"Can you draw at all?"

"No."

"Then begin by making pictures for the Sunday papers."—*Life.*

Before using PEARS' Soap.



Who on earth is this?

(When first seen Nansen was as black as a stick.)

After using PEARS' Soap.



Why, it's Nansen!

He had not had a wash for fourteen months.")

THE proprietors of Pears' Soap are constantly on the look-out for advertising opportunities, and seem to have struck a good idea in the ad here reproduced, which is now appearing in the English illustrated weeklies.

Two ladies went to New York City for a short visit, and, incidentally, to shop. One was from Philadelphia, and the other from Seneca Falls. On different days they went to the same linen store and made purchases; the first spent \$40.00, the other a less amount. The two ladies met at the hotel, and upon showing their purchases to the writer they were asked the reason for going to that particular store. Their answer was that the firm's announcements in THE LADIES' HOME JOURNAL influenced them. They did not, however, mention this at the store. How many women from all over the country visit New York and shop at the stores advertised in THE LADIES' HOME JOURNAL?

Over fifty thousand women
in New York State alone
are subscribers to THE
LADIES' HOME JOURNAL.
As many more buy it on
the news-stands.

PARIS DEPARTMENT STORES.

The great department stores in Paris, such as the Bon Marche, the Louvre and the Printemps, carry the organization of their employees to a point not dreamed of here, and have in operation extensive and costly plans for stimulating the interest and energy of the help in the business to the highest degree. The new employee receives at the start a salary of 400 francs, or about \$80 a year, besides being lodged and fed, and in addition a commission of from 2 to 5 per cent upon his sales, so that the lowest salesman rarely makes less than \$160 a year. A head of department, or buyer, as he is known here, may easily make from \$2,500 to \$3,000 a year, and some of them exceed \$5,000. While these figures are low compared with the \$10,000 and \$20,000 salaries paid in New York, they seem high when measured by the scale of salaries that prevails in France. Thus the best paid among the higher employees receive larger salaries than the presidents of sections in the Council of State and generals of division. The average pay of an experienced salesman is about 4,000 francs, or \$800 a year.

The total number of employees at the Bon Marche and the Louvre is about 3,000 each, among whom are only about 400 women. In the Bon Marche and the Louvre lodging in the buildings provided by the establishment is optional for employees of both sexes less than 21 years old; in the Printemps it is obligatory. The Louvre has on the Avenue Rapp a great building accommodating 250 male employees, and not far from it another where 100 young girls are lodged. The Bon Marche furnishes similar accommodations. All these establishments are conducted under peculiarly stringent rules. The girls have a parlor where entertainments are organized on Sundays and certain evenings of the week, but from which the other sex is excluded utterly. Not even a father or a brother may be received there.

All the employees receive their meals in the stores, except the highest, and these are permitted to eat outside and receive an allowance of 800 francs a year in the way of commutation of rations. Furthermore, married employees are allowed to dine at home, and receive a commutation of 1 franc a day. The average cost of food is from 30 to

40 cents a day for each employee. The fare consists, at the Louvre, of one helping of meat, all the vegetables and bread that can be eaten, dessert and a pint of claret. For dinner soup is added. At the Bon Marche the employees may ask for two helpings of meat. The average daily quantity of food consumed in one of these establishments includes 2,500 quarts of soup, 3,000 pounds of bread, 2,500 pounds of meat, 1,200 pounds of fish, 500 pounds of butter and 10 barrels of wine. At the Louvre the kitchen force includes fifteen cooks and eighty waiters. The cost of the food exceeds 2,000,000 francs a year.

The great stores have a medical service for their employees, which includes an infirmary and outtings in the country or at the seashore. In addition, when a man or a woman completes seven years of service at the Louvre, a sum of 1,000 francs is credited to him in the pension fund, and afterward 200 francs a year up to his fiftieth year of service. The savings fund of the Bon Marche amounts now to 2,000,000 francs, and 200,000 francs is added annually, and in addition there is a pension fund founded by Mme. Boucicault, who built up this immense business, which now amounts to 6,000,000 francs.—*The Sun*.

MODERN POSTERS.



Mrs. O'Rorke—Fer th' luv av hivin, Mickey! That do bate anything!

Mr. O'Rorke—Phwat's the matter now?

Mrs. O'Rorke—Well, Oi hov done washin' now nigh onto fifteen years, an', at toimes, Oi hov bin that war-rum that I do be nearly ready to drop, but I niver got so war-rum as to lose all me sinse ov dacency and take off me clothes loike thot!—*Brooklyn Life*.



The Sure Road
to
Success:
Brains and
the advertising
columns of
The Sun



THE "AGONY" TESTIMONIAL.

By John Chester.

Would it not be just as well for the editors of patent medicine testimonials to eliminate the hair-raising, heart-harrowing language from them, and use less dramatic head-lines to start their ads? Such blood-curdling expressions as are common in the medicine man's announcements are frequently more startling than convincing. A little less of the "agony" and a little more common sense would be a distinct improvement, and probably make a good many more customers. "Back From the Jaws of Death" is an attractive caption, and yet there is a Munchausen flavor about it. And when the body of the testimonial is very moderate in its tone we are apt to believe that Munchausen had a hand in selecting the head-line. "Snatched From the Grave" is startling enough to arrest attention, but when one reads the mild testimonial that follows, the caption seems singularly out of place. Such flesh-creeching display lines as "She Waited for Death," "Rescued From the Grave" and "Had His Coffin Ready" are certain to catch the eye, and they also make a bold bid for the contempt of sensible people.

I am of the opinion that medicines possessing real merit can be pushed best by the use of moderate and convincing language rather than blood and thunder claptrap, and I also believe that the public generally regards the advertiser using such expressions as I have quoted as a mountebank and irresponsible "quack." What makes the matter infinitely worse is the deception in the captions, for invariably there is nothing in the testimonials following them to warrant such extravagant titles.

This practice of using scare headings in patent medicine advertising has become so common as to cease to be attractive. Where it used to draw attention and induce readers it now excites both distrust and contempt. So low has it fallen in the general estimation that the professional funny men in the newspapers and the comedians on the stage are continually burlesquing it. Good advertising would never be thus publicly ridiculed, yet the travesties on the medicine man's ads are received with uproarious applause by audiences everywhere. Does not this prove them to be a good subject for ridicule, and does it not furnish sufficient reason for changing the style,

putting in more convincing common sense and eliminating all the "heavy villain" business that makes these ads sound so tragic?

THE SERVICE OF PICTURES.

When anything that is worth saying is well said in a picture it never fails to make itself understood, and it does it at once. A striking sentence may be easily forgotten. A striking picture seldom or never is. A picture speaks all languages in the same moment of time. The average writer can speak only one effectively, and even among the very best writers there is hardly one in a hundred who can so express himself that ninety-nine in every hundred of his readers will understand every word he says. People who all speak the same language have still many different vocabularies, so that the writer who is obliged to say all he has to say in the shortest possible space has always a perplexing problem when he is attempting to make himself easily understood by everybody.—*New York World.*



Nothing Escapes the Broom.

A GREATLY reduced reproduction of an illustration used by a retailer in San Francisco, in his newspaper advertisement of a clearance sale.

HISTORY OF THE OREGONIAN



OREGONIAN BUILDING IN 1853.

The
History of

The
Growth of

THE OREGONIAN



OREGONIAN BUILDING IN 1896.

Is the history of the growth of the
field it covers.

ITS FIELD

	Population
PORTLAND (OFFICIAL) . . .	81,342
PORTLAND'S SUBURBS . . .	17,800
STATE, OUTSIDE OF PORTLAND (APPROX.) . . .	275,000
WASHINGTON . . .	375,000
IDAHO . . .	100,000
WESTERN MONTANA . . .	90,000
BRITISH COLUMBIA . . .	100,000
TOTAL . . .	1,039,142

E. G. JONES,

IN CHARGE OF ADVERTISING.



The S.C. Beckwith Special Agency,

Sole Eastern Agents,

Tribune Building,
New York.

The Rookery,
Chicago.

SOME GOOD SHOE ADVERTISING. **Foot-Prints, No. 9.**

Under the general caption of "Foot-prints," the firm of J. & T. Cousins, of Brooklyn, have been running a series of newspaper ads that may prove interesting to the retail advertiser. I have the assurance of Mr. C. F. Case, the manager of the store, that the advertisements were very successful in drawing buyers. A few of the introductions to the ads are here selected at random. In the original these were set in italics, a border of "foot-prints" surrounding the ads.

Foot-Prints, No. 1.

"You praise the architect of a beautiful building, the sculptor of a graceful statue, the engineer of a symmetrical bridge. A comfortable, perfect fitting shoe is more important to you than any of these. Do you praise your shoemaker? You must, if you wear the Cousins' Shoe. Your health and ease depend on it."

Foot-Prints, No. 2.

"A step elastic, light and free, betokens great felicity. A step insured by people who will always wear the Cousins' Shoe." Just as much truth as poetry in this—perhaps more. The main study with us in manufacturing shoes is Comfort, and we fit any foot, because our lasts are of infinite variety.

Foot-Prints, No. 3.

"In every walk of life one strives for ease and here a 'Cousins' Shoe' is bound to please; for those who wear them regularly may be sure of comfort any time of day." Whether he spoke of Ladies', Gentlemen's or Children's Shoes, the poet was right. Convince yourself.

Foot-Prints, No. 5.

Best fashion, best fit, best finish. Three signs by which you may know the Cousins' Shoe. Made on lasts that are peculiar; that is, peculiarly satisfactory to all who love easy, glove-fitting shoes. Popular among people of taste. Economical for all.

Foot-Prints, No. 7.

"No one can tell where the shoe pinches!" Not in a Cousins' Shoe—they don't pinch; that is impossible. Constructed on scientific principles on our own lasts, the chief object aimed at is comfort in walking, and it is always secured. Besides, they are the handsomest and best wearing shoes ever made. Economical, too.

Foot-Prints, No. 8.

More than half your life is spent in your shoes. Isn't it worth while to be comfortable in them? The ease of a shoe depends on the material, make and study of the diversities in the human foot. A Cousins' Shoe is the acme of comfort, elegance and durability, and the price is very low considering the value.

"There is a movement on foot to-day to celebrate the memory of our heroes. Every movement on foot will be easy if you wear the Cousins' Shoe. It's a synonym for perfect ease."

Foot-Prints, No. 10.

"You may regret some steps you have taken, but you'll never regret the steps you take in a Cousins' Shoe. The perfect ease and comfort is a source of pleasure and contentment."

This applies as well to our \$3 and \$3.50 Hand Welt Shoes as to our best finish goods.

Foot-Prints, No. 11.

"It's a great thing to be well heeled in this world. Better still, if you are well soled, also. It is noticeable that the best shod people are wearing Cousins' Shoes. They like comfort." Hand made, flexible, but strong and durable.

NAME-PLATES.

To those who have no regularly designed and adopted name-plate, we advise getting one. Take time to it and have a good one made by a capable artist. Order it to be plain, bold and clean-cut. Have about it some feature that will catch the eye and retain the impression it makes, so that

LYON POTTER & CO.

ever after a glance will recognize it as the advertising trade-mark for whom it was designed. Above is an exceptionally good one, and one that has been designed from a firm name that is more or less difficult to bring out in a striking, original manner.—*Chicago Apparel Gazette.*



In New Zealand space on the back of postage stamps is sold by the government to advertisers. The back of a New Zealand postage stamp is here reproduced, showing the ad as it appears. The advertising can hardly have much value, inasmuch as it is completely hidden as soon as the stamp is affixed to the envelope.

THE PACE THAT WINS!

STEADILY INCREASING CIRCULATION.

THE AMERICAN NEWS COMPANY,

Manager's Office,
39 and 41 Chambers St., N. Y.
Dec. 10, 1896.

Publisher "THE TIMES," New York, N. Y.:

Dear Sir—Replying to your inquiry, we beg leave to say the circulation of your paper through our channels is steadily increasing. An examination of our books shows that our present sale of the Daily Edition is about thirty per cent more than it was last September. The Sunday Edition is doing still better, the increase in actual sales during the past three months being over sixty-seven per cent.

Yours truly,

THE AMERICAN NEWS COMPANY.

The American News Co. is the largest Newspaper Distributing Agency in the world.

HAS WON THE PUBLIC'S APPROVAL.

Office of JOS. J. GOODE,

Wholesale Newsdealer, 108 W. 32d St., N. Y.
Dec. 22, 1896.

To the Publisher of THE NEW YORK TIMES:

Dear Sir—I am pleased to note and call your attention to the growth of your circulation. Comparing the week ending with Dec. 5 with that of Sept. 13, an increase in actual sales is shown of 161 PER CENT on my books.

You are to be congratulated on this great improvement. Your Sunday Magazine Supplement has helped your Sunday sales wonderfully. Your motto, "All the News That's Fit to Print," seems to have won the approval of the reading public.

Respectfully,

J. J. GOODE.

Mr. Goode supplies about 700 of the leading Newsdealers of New York City.

RAPID GROWTH.

JOS. SCHENKEL,

Wholesale Newsdealer, 90 Park Row, N. Y.
Dec. 21, 1896.

THE NEW YORK TIMES:

Gentlemen—I find that my sales of the daily edition of THE NEW YORK TIMES have increased 56 per cent in the past ten weeks, and of the Sunday edition 69 per cent for the same period.

Trusting that the same rapid growth will be maintained in the future, I remain,

Yours truly,

JOS. SCHENKEL.

Mr. Schenkel serves many of the largest Newsdealers in New York and Brooklyn.

THE NEW YORK TIMES.

"All the News that's Fit to Print."

Saturday Book and Art Review,

EIGHT-PAGE SUPPLEMENT.

Sunday Magazine Supplement,

SIXTEEN PAGES.

Commence the New Year by



SWEARING OFF



from wasting effort and printers' ink.

PLACE YOUR ADVERTISING IN PAPERS
WHERE IT WILL PAY.

..THE..

Chicago Dispatch

BY JOSEPH R. DUNLOP,

has broken all records of journalism in this
or any other country. Its circulation is now

Over 150,000 Copies Daily,

and it is read by the masses. In 90 days its
circulation in cities and towns outside of
Chicago has increased from 5,000 to over
40,000 copies daily.

HOME OFFICE:

115-117 Fifth Ave., Chicago.

EASTERN OFFICE:

317 Temple Court, New York.

Ask any
Man,
Woman or
Child —



who has traveled in the
West and they will tell
you that they saw

The Salt Lake Tribune

....Everywhere....

Largest circulation between
Denver and San Francisco.



READ WHAT AN ADVERTISER SAYS OF

Outing

A Monthly Magazine of Amateur Sport and Pastime

CIRCULATION

83,000.

HYDRO-CARBON LAUNCH CO.,

WORKS, HARTFORD, CONNECTICUT.

OFFICE, 150 NASSAU ST., Room 2108.

OPEN LAUNCHES, CABIN CRUISERS AND YACHT TENDERS,

BUILDERS OF HIGH SPEED STREAM YACHTS.

New York, January 11th, 1897.

Outing Publishing Co.,

239 Fifth Avenue,

New York.

Gentlemen:-

As I was somewhat doubtful as to what returns our Company would have from its advertising in the January OUTING, it may interest you to know that since the advertisement appeared, over 500 replies have been received by us and replies are being received daily. Several of these requests for our catalogues have come from Mexico and Canada and every State has been heard from, from Maine to Oregon. Already one boat has been sold as a result of the advertisement and three sales are pending, almost completed.

Among the many writing for catalogues, who mentioned OUTING, were the General Passenger Agent of the Grand Trunk Railroad, of Montreal, the Commodore of the Plymouth Mass. Yacht Club, Col. Albert A. Pope of Hartford, Conn., and others of similar standing, showing that the people OUTING had reached were not mere idle inquirers but probable buyers of the highest quality.

We shall send you copy for the page advertisement in the Feb. issue on Wednesday.

Very truly yours,

HYDRO-CARBON LAUNCH CO.

William L. Johnson

NOTE THAT

The advertisement of the Hydro-Carbon Launch Company appeared only in OUTING and that 5 cents was required with each request for a Catalogue.

MORAL:—When you have anything good to offer, advertise it in Outing. For rates address

THE OUTING PUBLISHING COMPANY,

239 Fifth Avenue, New York.

The New York Evening Post seems to have a stronger hold upon its advertisers now than ever before. It gets its rates every time, is less yielding in the matter of special positions than any other New York daily; but, nevertheless, it holds its advertising better than most, and as well as any.



Extract from "How Many Copies,"
by George P. Rowell, Printers' Ink.
The national authority on advertising.

"WITH MY TWO HANDS."

By E. A. Wheatley.

A friend of mine, well known in society for his perfect taste in dress, the envy of most of his acquaintances for the fit and finish of his clothes, once told me about his tailor.

This tailor is an artist. What's more, he is successful. He is in receipt of a big income. But his store is small and unpretentious. He has no assistants. A boy—yes, to deliver his goods, but that's all.

His method, as told in his own words, is:

"I do everything with my two hands."

When you give him an order he measures you himself, helps you to choose the cloth; cuts it, bastes it, fits it, sews it, finishes it, buttonholes it, sews on the buttons, presses it. Everything from beginning to end is done, as he says, "with my two hands."

The tailor appreciates the fact that there is a "soul" or individuality about a suit created in this manner. That the work done by a journeyman tailor, who has not the instinct of a true artist, must necessarily lack the perfection of finish, the perfection of cut and fit, the fine, intangible feel of the work of the "master hand."

"I do everything with my two hands," he says.

His customers appreciate it. They appreciate the supremacy which his work gives them over men dressed by ordinary tailors.

Along the line of the work that I do in advertising, this tailor has made a success in his own sphere.

He is a specialist—a tailor specialist. He is in love with his work. He is earnest in his desire to perfect it. He is a thoroughist. He does nothing by halves.

It takes some courage to follow out this line of conduct—some persistence in the resolve to let nothing interfere with the perfecting of one's work.

And the courage to perfect is not always joined to the ability to do.

Both are born in a man—not often in the same man.

When they are, proper training makes what I call the "master." The man who feels the true inwardness of things, and brings them out regardless

of the trouble or the time it takes him to do it right.

The touch of the master hand in advertising will bring success to your business, because it means that the selling capabilities of your goods have been thoroughly studied and carefully used as a basis for convincing advertising matter.

For many years I have been studying business and advertising. My energies have been devoted to preparing matter that I conscientiously feel is good.

People say: "If you want it thoroughly done, go to Wheatley."

I have no assistants.

I do everything with my two hands (and brain).

From beginning to end, all the work I do is characterized by particular care, thought and individuality.

These three things pay, and pay well, in advertising.

The competition of business is making them more appreciated and sought after day by day.

Individuality, thought, care.

I don't know all about advertising. Do you? Does anybody?

But give me time—thoroughness requires time—and I can go into your advertising and make it pay.

So far, I not have found that retailers could afford a reasonable charge for the time I like to take, to go into a business with the carefulness that I desire.

But many of the largest general advertisers have found that the work I did for them was very satisfactory, and my charges very reasonable for the results which I was able to bring. Perhaps you would, too.

For years I have been writing advertisements, folders, booklets, catalogues, carefully, thoughtfully, thoroughly—in a way of my own, I might say. In a plain, simple, pithy way that carries with it the power of convincing. My business is increasing every year. The number of people who appreciate this kind of work is growing, or else the results that I can show are proving my best advertisement.

If you are interested, write me.

E. A. Wheatley,

Specialist in Advertising,

257 Broadway,

New York.

COUNTING THE COST.

By Charles Paddock.

It is much better and wiser to figure on the expense of advertising before doing it than after it is done, but unfortunately everybody does not follow the better plan. If they did, there would be much saving of heartaches, anxieties and disappointments. Nothing could be worse for a new advertiser than an elastic appropriation, one that he draws upon at will and uses indiscriminately. The principle of rigid economy should be applied to the expenditure of every dollar in the purchasing of space. No money whatever should be spent, returns for which do not appear reasonably certain. Experimenting in unknown channels should be carefully avoided. Such tentative efforts are all right when made by the seasoned advertiser, but the new beginner has no business "monkeying" with them.

It is a mistake to make any contracts for which you cannot pay, in the hope that your advertising will be profitable enough to enable you to meet your bills. The ads may be successful, but if they are not, what then? You should count the cost at first and have wherewith to meet it. Then you know exactly where you are and how much you can afford to invest. You will possibly have to make provision for more than the first output, because returns do not always come in as quickly as one wishes, so wisdom would dictate the holding of part of your appropriation in reserve. And do not forget that part of the "cost" of advertising is *patience*. One has to wait, sometimes longer than is pleasant, for the seed to take root and grow. Of course this waiting is more or less dependent on the quality of the seed and the ground in which it has been sown, but a wait of some duration is inevitable. That is why impatient people should not advertise unless they are prepared to count the cost to their patience. They are on the "anxious seat" of expectation all the time.

When a merchant buys a bill of goods he is careful to count the cost as he figures on his probable profits or losses. If he sees a loss ahead, he won't buy. If he doesn't see a pretty certain profit ahead, he won't buy. And unless an advertiser is sure that he can afford the cost, and has a likely chance of getting good returns, he had better keep his money in his pocket.

OUTDOOR ADVERTISING.

By Julius Fitzgerald.

Look backward ten years and note the difference between outdoor advertising then and now. Its rapid growth has far outdistanced that of newspaper advertising. It has not only grown in extent of space, but in the number of its patrons. There are firms advertising on walls and fences to-day who would have laughed, and did laugh, at the idea only a decade ago.

The outdoor display men have been wise in not attempting to belittle the newspaper when soliciting business. They have not posed as rivals, but as aids, to publishers. They have sought to supplement successes made in the newspapers by furnishing profitable media of another kind. And they have succeeded in convincing even newspaper publishers of the advertising value of the paint brush to the point of getting good fat contracts for walls, roofs and fences.

There is not any doubt about the value of advertising signs in places where large communities must see them. The outdoor display ad is usually attractive enough to catch the eye and brief enough to be remembered. In both points it has the advantage over the average newspaper ad. The oftener the sign is seen the deeper its import sinks into the mind. True, a long story cannot be told on a painted bulletin or a poster. People have no time to stop and read them, but if the "educating" part of an ad be printed in the newspapers the sign will always serve to recall it to memory.

In this sense, of being an auxiliary or helper, it would be useless to deny a place of importance to outdoor display advertising, and its rapid growth in popularity is simply a more general realization of its true value.

THE ADVERTISING LIGHT.

The man who advertises stands before the public in the full, legitimate and dignified prominence of one who is proud of his business, has a right to be proud of it, is doing a lot of it, and wants to do more of it; and he is the kind of man that everybody wants to do business with, for just so long as the moth will be attracted by the candle light, so long will trade swarm around the advertising light of business.—*Tobacco.*

STILL SHE LOVED HIM.

Papa—Ethel, I fear your young man is not enterprising.

Ethel—Yes he is, papa; he proposed to me on one of his advertising postal cards.—*Chicago Record.*



The great family paper of the Pacific
Coast is the

San Francisco Call.

Californians will tell you so.

EASTERN OFFICE,

34 Park Row, N. Y.

D. M. FOLTZ,

Eastern Manager.

SOUND KIDNEYS, BUT GALL-BLADDER ENLARGED.

H. H. WARNER.
66 World Building.
NEW YORK CITY, Jan. 6, 1897.

Publisher of "Trident," Cleveland, O.:

DEAR SIR—For more than twelve years I was an extensive patron of the press of the United States and Canada. During that period I paid over five millions of dollars for advertising my Safe Remedies in the newspapers. My personal connection with the Safe Cure business terminated disastrously for me in 1893, shortly after its organization into an English stock company, and since that time I have had no connection, either directly or indirectly, with the Warner Safe Cure Co.

During the past few weeks some of my old newspaper friends have started an effort to assist me in an undertaking which will again place me in the position of a large general advertiser. The success thus far attained has been flattering, and, I can assure you, most gratefully appreciated.

With the pardonable assumption that you may be interested in the details of the undertaking, I take the liberty of addressing you. As stated, my friends of the press suggested that I procure some new medicine which I thought would be popular with the public, and that they would give me a certain amount of free advertising to help me get started. With their kind suggestion in mind, I have secured an article which is not a patent medicine, but a pharmaceutical product which has already been advertised to a considerable extent, but which is not being advertised now; and have also interested capitalists who will spend a large amount of money in advertising it under my direction, in case my friends of the press carry out the programme of donations of space to me, sufficient to enable me to procure a substantial interest in the ownership of the new business.

Under the arrangement made with the capitalists with whom I am negotiating, my interest in the proposed business will depend upon the amount of advertising I can secure from my newspaper friends.

As soon as the company is organized, cash advertising contracts will be made with papers which have donated space to me, in a fair proportion to the amount contributed. The space contracted for will be used and paid for by the company at the same time that the space donated to me is being used at the convenience of the publishers. All donations of space made to me will not be transferable for any other business. Under these conditions you may expect fair treatment from the company and myself, as the advertising will be controlled and issued by me. I put the proposition in this way at the suggestion of my newspaper friends so that you will be fully informed regarding the movement, and be in a position to send me such donations of space as you feel willing to make without hampering conditions that would involve quibbles in my negotiations with the capitalists.

When writing, please state plainly how many dollars' worth of advertising at your best rates you feel disposed to give me, and thus simplify my business arrangements. Several of the large metropolitan papers have donated five thousand dollars' worth of advertising each, and others various amounts from one thousand up. Should you feel like making a contribution—whether it be \$50 or \$5,000—it will be gratefully appreciated, and

I shall be indebted to you more than I can express at this time.

I may say in conclusion that besides the fact that ample capital can be obtained to make the business a success, I have the assurance of the wholesale drug trade that I shall receive liberal treatment and their hearty co-operation. Your offer and correspondence will be regarded as strictly confidential, if you so desire it.

I shall deem an early reply an especial courtesy, as my interest in the company will be determined very soon by the sum total of such offers as the newspapers make me individually.

Wishing you the compliments of the season, I remain,

Very respectfully yours,

H. H. WARNER.

ADVERTISING STOMACH WASHING.

CHICAGO, Jan. 15, 1897.

Editor of PRINTERS' INK:

A sign in South Clark street reads: "Stomachs Washed Out While You Wait." It means just what it says. A little doctor who has an office at the head of the stairs does the work of renovating stomachs that have become diseased through bad treatment by the owner. For the modest sum of 50 cents he inserts a rubber tube down the esophagus and pumps hot water into the human reservoir until the cavity is thoroughly flushed out. The benefits of the treatment are said to give so much satisfaction to the sufferer that the doctor has many regular customers, and he is making a good living. There is competition, of course, but so far it has been confined to regular physicians. The only fear the doctor entertains is that arising from the encroachment of the department stores on every line of business and profession. He thinks it only a matter of time until they will add stomach washing to their department of dentistry, widwife, etc.

J. E. C.

IN CHICAGO.

CHICAGO, Ill., Jan. 14, 1897.

Editor of PRINTERS' INK:

The owners of sawdust wagons here rent the space on the tall sides of the wagons to advertisers. The tickets given by milkmen usually have the ad of some store on their backs. The advertiser is glad to furnish such tickets, at no expense to the milkman. The transfer tickets given by the street railways often, but not always, have ads on the reverse side. Some of the department stores employ male pianists, who continuously and enthusiastically play the popular music of the day. The name of the piece, with price, is announced on a placard as he plays the composition. Hearing is thus believing with intending purchasers. In one store there is a man, a chef, who bakes cakes and immediately sells them to the customers. As soon as you enter one of the candy stores here a young lady approaches you with a plate of chocolate creams and invites you to sample one. C. E. SEVERN.

THE BASIS FOR ADVERTISING.

The basis for all advertising is the store and its stock. No salesman tries to sell something that he has not got. He knows that even if he exaggerates the value of his goods he must do it carefully and within due bounds. He may claim that the neckwear he offers at \$4.50 a dozen is the best at the price, but he would never think of saying that it was equal in value to goods sold at twice that figure.—*Chicago Apparel Gazette.*

IN VENEZUELA.

Office of
THE SPANISH-AMERICAN NEWSPAPER CO.
136 Liberty St., New York.
CARACAS, Venezuela, Dec. 22, 1896.

Editor of PRINTERS' INK:

As the great Guiana question is fairly on its way to settlement you may be interested to know something about the Venezuelan press. Until a few years ago this country was many years behind all others of South America in journalism. Now it takes rank among the first. No person has done more to bring this about than Dr. Odoardo Leon Ponte. He is now in his thirtieth year, and is the great journalist of Venezuela. He established *El Progreso* (*The Public Crier*), four years ago, and at present it is found in every part of this vast Republic. It is the only one-cent paper in the country, and its editorials and telegraphic service is the very best. Unlike all other papers of this country, it is entirely independent and has no desire to mix up with politics. Each morning 20,000 copies are sent forth from the only fine cylinder press in use in the office of a Venezuelan daily. After January 1 the paper will add to its issues a special Sunday edition, finely illustrated.

The other great newspaper is the *Venezuelan Herald*, which is under the management of an Americanized Frenchman and supports the present government. It is the best printed newspaper in Venezuela, and is issued each week in English, Spanish and German.

The press as it stands to-day is as follows: *El Progreso*, d., four years old, 20,000 daily circulation; the *Venezuelan Herald*, two years old, w., 5,000 weekly circulation; *El Cojo III.*, s.-m., the finest illustrated paper in Spanish America—similar to *Harper's Weekly*. Circulates 10,000 each month in the finest families; five years old; *La Religion d' Catholic*, the only great church paper in Venezuela; *Diario de Avisos*, d., oldest paper in Venezuela; *La Republica*, d., fine, aristocratic; *El Reporter*, s.-w., 3,000 circulation.

In the fine city of Valencia we have: *El Diario*, twenty years old; *La Tribuna*, two years old; *El Dia*, five years old.

In Coro, the fine old weekly, *La Industria*; in Ciudad Bolivar—*El Bolivarense*—a fine weekly; in Porlamar—*El Sol*—s.-m.; Carupano has *El Correo*, a fine weekly; Puerto Cabello, *Boletin de Noticias*, d., oldest paper in Puerto Cabello; *El Liberal*, d., a fine periodical.

There are a large number of other papers in different parts of the Republic, but most of them are merely political and have no great circulation.

I find the following American products well advertised and selling well in this market: J. C. Ayer's preparations, Wampole's preparations, Scott's Emulsion, Sozodont, Warner's Safe Cure, Williams' Pink Pills, Dr. Ross' Life Pills, Lanman & Kemp's preparations, Royal Baking Powder, B. L. Fahnestock's Vermifuge.

The following goods are well distributed, but owing to little or no advertising they have a small sale. Properly pushed, they would have a large sale: R. R. R., Cuticura Remedies, Dr. Jayne's preparations, Wright's Pills, Buffalo Lithia Water, Bile Beans, Celery Compound, Swain's Panacea, Collins' Ink Eraser, Barclony & Co.'s products, N. Y. Biscuit Co.

There is no better market in the world for Cathartic Pills, and I have examined all of the above articles named to see if there was

any falsification of goods. I found only one—B. L. Fahnestock's Vermifuge—and in every case this was traced to New York, showing that the falsification was not done here. Venezuelians are very friendly to our products, and if Americans do not have this market it is their own fault. Every American firm which has properly worked this market has gained it, and when once gained it is a market for a life-time.

Very truly,

KAL BLANCO (E. C. White).

PRINTERS' INK has no facilities for verifying the information contained in the foregoing communication, and prints it for what it may be worth.

A MISTAKE CORRECTED.

SPRINGFIELD, O., Jan. 18, 1897.

Editor of PRINTERS' INK:

In the name of the thousands of wives and mothers who "keep house by *Womankind*," I desire to protest against the announcement appearing on page 70 of your issue of January 13 to the effect that *Womankind* appeals "especially to he women." This is the unkindest cut of all! *Womankind* has an intense sympathy, a word of cheer, and a helping hand for the woman who has discovered that she has a soul of her own and wants an individual existence in the world, but it is to womanly women, the home makers, the wives and mothers of men, that *Womankind* "especially appeals."

Will you not kindly insert that missing "t" before the obnoxious phrase? We won't be happy till we get it.

Very truly yours,

JOHNSTONE MURRAY,
Editor of *Womankind*.

IN DENVER.

DENVER, Colo., Jan. 10, 1897.

Editor of PRINTERS' INK:

In a druggist's window can be seen a complete model of one of the warships of the United States, in use during the war of the rebellion. This model was constructed by a "jack-tar" who served aboard the original ship; hence, the model is perfect—masts, sails, rigging, guns, etc. It is illuminated by means of small incandescent lights, of various colors, precisely as the original ship's lights were carried. As a window attraction it is proving a great success.

H. C. F.

WHO KNOWS!

Office of
THE NATIONAL CASH REGISTER CO.
DAYTON, O., Jan. 13, 1897.

Editor of PRINTERS' INK:

Is advertising of a high-priced specialty, such as the National Cash Register, which brings in directly, in gross sales, as much or more than the gross cost, good advertising?

Very truly yours,

H. M. HYDE, Adv. Mgr.
Per Jean S. Oakes.

FILLING SPACE.

"It must be fine to be an editor and have an opportunity to print all that you want to say."

Experienced Newspaper Man—Lord bless you, boy! I printed all I wanted to say in the first three weeks. Ever since then I've been filling space.—*Somerville Journal*.

NOTES.

"DRAWING FOR REPRODUCTION," in *Art* (N. Y.) for January, may be interesting to advertisers who make their own illustrations.

Those who wish to see a unique little local semi-weekly (six pages, 7x10) should examine the *Norwood Bee*, published at Norwood, Mass.

A MATTRESS and bedding house in Harlem has a sign in its window reading: "Our Feathers are Down." Most people would think the information superfluous.

BAGNALL & HILLES, importers and contractors for all kinds of electrical appliances, Yokohama, Japan, are sending their customers a large calendar, gotten up in quaint Japanese style—an indication of the progress Americans are making in Japan.

The National Cash Register Co., Dayton, O., offers a prize of \$25 in gold to the retail grocer who submits best essay, not exceeding 2,000 words on "How to Successfully Conduct a Retail Grocery Store," to the editor of the *Michigan Tradesman*, on or before April 1, 1897.

W. H. GLENNY & Co., of Buffalo, N. Y., publish a holiday pamphlet, "Suggestions for Presents." The usefulness of a publication of this description does not end with the holidays. Methodical people are quite certain to file it away to be referred to before weddings and when birthdays and other anniversaries fall.

ADVERTISING has reached a height hitherto unattained by the most advanced apostles of the art, in the little town of Blossburg, N. Y., where a series of religious meetings were recently advertised a la circus, a cut of the minister who was to lead the meetings heading a flaring advertisement in the local paper. —*Newspaperdom*.

The *Inland Printer*, Chicago, issues a "Manual of Photo-Engraving" which contains practical instructions for producing photo-engraved plates in relief-line and half-tone, and chapters on dry plate development and half-tone color work. The volume is a handsome one, and so far as an outsider can judge, appears to be eminently useful.

The *Evening Gazette*, of Cedar Rapids, Ia., recently gave free to each subscriber a city directory of Cedar Rapids, Marion and Kenwood. It consists of about 400 pages, containing 20,000 names. All the names were printed in the *Gazette* before being published in book form, thus giving opportunity to detect and correct errors. This appears to be something of an innovation in the newspaper business.

The currency question is a matter that fundamentally concerns capital, commerce and industry. A book just issued by Chas. H. Nicoll, 189 Broadway, New York, called the *Monetary Systems of the World*, and compiled by Maurice L. Muhleman, of the U. S. Treasury, seems to contain in a nutshell all the facts that a man needs in order to intelligently bring his thoughts to bear on the question, which needs all the light that business men can throw upon it.

The millenium must surely be at hand when we find this advertisement in the *New York Evening Journal*: "If the gentleman who took a cotton umbrella from under seat 'N 101' after the performance of John Hare at the Knickerbocker Theater last evening, and left in its place a handsome silk umbrella, repents his exchange, he can get his silk umbrella by calling at room 23, Tribune Building, with the cotton umbrella. The

cotton umbrella has no particular reminiscent or other value."

FOR P. I. JONSON.

There is another matter that I have been intending to write you about. I hope that friend Printers Ink Jonson will get the biggest vote of any printer in America. I send herewith three votes. Our shipping clerk will go and see the balance of the printers in town and get every one that he can for you and send them along to you as fast as possible. I hope to send Brother Johnston not less than 25 or 30 votes from Richmond.—*Extract from letter of B. F. Johnson Publishing Co., Richmond Va., dated January 14.*

SHOPPING.

"Where are you going to, my pretty maid?"
"Going to the dry goods store," she said.
"What are you going for, my pretty maid?"
"I'm only going shopping, good sir," she said.
"And what will you buy there, my pretty maid?"
"Why, nothing! I'm shopping, good sir," she said.

Classified Advertisements.

Advertisements under this head, two lines or more without display, 25 cents a line, must be handed in one week in advance.

WANTS.

SPOKESMAN-REVIEW
Spokane, Wash.
YOU want type and printing machinery. See ad No. 1 under "For Sale." Just what you want in eighteen cities.
WANTED—Printers to try our half-tones. 1 col., \$1; 2 cols., \$2. **BUCHER ENGRAVING CO.**, Columbus, Ohio.
WANTED—More printing from the class of people willing to pay for the best. **WM. JOHNSTON**, 10 Spruce St., N. Y.
YOUNG man desires position with ad-smith, where he could get experience in writing ads. Address "J. D. F.," Printers' Ink.
JOURNALS needing Philadelphia correspond-ence making a specialty of news, write **BUCKLEY**, inquirer office, Philadelphia.
A MAN, expert in precious stones and watches, and good adv. writer, desires situation. "EXPERT," care L. B. Clark, 416 Main St., Buffalo.
WE buy small patented novelties, books, pictures, etc., any kind, in job lots. Send sample and get our cash offer for the stock. **DIXIANA MEDICINE CO.**, Sheffield, Ala.
WANTED—An advertising novelty for free distribution at expositions; suitable for the carriage business. Address, with sample and price, **F. A. AMES & CO.**, Owensboro, Ky.
WANTED—All money expended for advertising in the direction of the Hardware Trade. Save duplication of circulation. **HARDWARE DEALERS' MAGAZINE**, 271 Broadway, N. Y.
ADVERTISING manager wants situation with good paper, prefer weekly or monthly. Experience and reference. Location, East preferred. Address "AD MAN," care Printers' Ink.
PARTNER WANTED—The right man—a business rustler—can buy for \$1,000 half interest in two good papers—a Republican county weekly and a trade paper. **J. L. PAPES**, Wichita, Kan.
FREE to publishers—Send your address for our set of circulars on "Boom, Souvenir and Special Editions; how to get them up; how to illustrate them; how to make them pay." **HARPER ILLUSTRATING SYNDICATE**, Columbus, O.
ADVERTISING—I want to get contracts on commission. Prefer monthly, general circulation, no trade paper. Will not interfere with publisher's field. Experienced and successful. References. Write "CONTRACT," Printers' Ink.

FREE—New proof sheet of advertising election. 33 best books for premiums or mail order business. Our system is perfect; see our mammoth catalogue for mail order dealers. **T. J. CAREY & CO.**, 28 City Hall Place, New York.

WE want an agent in every town to sell *W. Charles Austin Bates' Criticisms* and Mr. Bates' book—"Good Advertising." The commissions are liberal—the sales pretty easy. Address **HOLMES PUBLISHING CO.**, 16-17 Beekman St., New York.

I CONTROL between \$30,000 and \$60,000 worth of high-class printing annually. I want to hear from a good business manager of a printing office who knows all about paper and estimating and a good superintendent of composing and press-rooms. These must be first-class men, good, economical managers. Possibly one man can fill both jobs at present. He, or they, must have \$1,000 to \$3,000 to put into a new printshop with me. Here's a ready-made business at good prices. Who wants it? Give full particulars of experience, etc. Would entertain proposition from printer already established in New York. Address "PRINTING," care Printers' Ink.

THE RATES-WHITMAN CO. wants an outside man. Within 18 months it has built a successful business with advertisers almost wholly by correspondence. It is now in correspondence with a large number of advertisers who ought to be seen at once—who want more and quicker information than can be given by letter. Exact information about our methods, plans, terms and facilities is generally all that is necessary to convince an advertiser that he is wise in intrusting his business to us. We want a man of brains and energy, who will be a credit to us in every way. We would like to have the best outside man in America, and we are prepared to "make it interesting" to him. Write—don't call without appointment. **THE RATES-WHITMAN CO.** (Chas. Austin Bates, President), 132 Nassau St., N. Y.

BILLPOSTING AND DISTRIBUTING.

HOWLAND ADVERTISING SIGN CO., Rome, N. Y. Roadside advertising a specialty.

PRESS CLIPPINGS.

MANHATTAN PRESS CLIPPING BUREAU, No. 2 West 14th St., N. Y. Press clippings for trade journals; all subjects; best facilities.

STREET CAR CARDS.

PRINTERS having street car cards to print will find our suggestions of value in holding trade. Write us. **THE ADVERTISERS' AGENCY**, E. St. Elmo Lewis, Mgr., Penn Mutual Bldg., Phila.

PREMIUMS.

SUPERB premiums. Subscription winners. Send for display electrots and premium catalogue, free. **THE WERNER COMPANY**, 160 Adams St., Chicago, or 7 East 16th St., New York.

ADDRESSES FOR SALE.

LISTS of names in any trade, in any country. \$1. Information on any commercial subject. Credit reports on firms anywhere. In U. S. \$1, in Europe \$2, in Latin America \$3. Agents everywhere. Ten years established. **ASSOCIATED TRADE & INDUSTRIAL PRESS**, Wash., D. C.

MAILING MACHINES.

THE Matchless Maller; best and cheapest. By **REV. ALEXANDER DICK**, Meridian, N. Y.

MACHINES and type for mailing can be bought best and cheapest from **M. TYPEFOUNDERS' CO.** See addresses in ad No. 1, under "For Sale."

ADVERTISING NOVELTIES.

RUBBER stamps. 35c. for a two-line sample (any wording), together with pad, postpaid—worth 75c. **CLIMAX STAMP WORKS**, Belgreen, Ala.

FOR the purpose of inviting announcements of Advertising Novelties, likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

TRADE-MARKS AND PATENTS.

ARE you advertising for some one else to reap the benefits? No! Well, then, you should take out a trade-mark and protect yourself. We make that work a specialty and will secure you a trade-mark, good for 25 years, for \$10 and guarantee prompt work and satisfaction. Send for free list "500 Inventions Wanted." **AMERICAN PATENT & INV. CO.**, Detroit, Mich.

PRINTERS.

THE LOTUS PRESS, artistic printers, 140 W. 33d St., N. Y. City. Send for our booklet.

TROW-WHEATLEY CATALOGUE COMBINATION. Home Life Building, New York. (Factory, 301-313 East 12th St.)

STEEL and copper plate work executed for the trade. Also embossing and stamping. **R. SNEIDER CO.**, 145 Fulton St., N. Y.

WE do neat, plain, attractive printing. Catalogues, booklets, pamphlets, circulars, cards, etc., executed in the finest style. When you want a good job—one that you want people to look at and read—come to us. **PRINTERS' INK PRESS**, 10 Spruce St., New York.

SUPPLIES.

VAN BIBBERS
Printers' Rollers.

ZINC for etching. **BRUCE & COOK**, 190 Water Street, New York.

EVERYTHING for the printer—best and cheapest. See ad No. 1 under "For Sale."

ENGRAVING in all its branches. Die-sinking. First-class work a specialty. **ROBERT SNEIDER**, 145 Fulton St., N. Y.

MONOGRAMS, crests, flags and devices for fan decorating. **ROBERT SNEIDER CO.**, Engravers, 145 Fulton St., New York.

CARD engraving for the trade. 50 cards engraved, name only, 70 cents. The latest. **ROBERT SNEIDER CO.**, 145 Fulton St., N. Y.

STEREOTYPE, linotype and electrotype metals; copper anodes; zinc plates for etching. **MERCHANT & CO., Inc.**, 517 Arch St., Philadelphia, Pa.

THIS PAPER is printed with ink manufactured by the **W. D. WILSON PRINTING INK CO.**, 174, 19 Spruce St., New York. Special prices to cash buyers.

FOR SALE.

TYPE—See ad No. 1.

QUALITY high, prices low. See ad No. 1.

\$3.50 BUYS 1 INCH. 30,000 copies Proven. **WOMAN'S WORK**, Athens, Ga.

FOR SALE—A first-class news and job office in Central N. Y. Address "S," Printers' Ink.

FOR SALE—An old-established weekly newspaper in Kings Co., N. Y., including complete plant and outfit. Only small amount cash required; accommodating terms. Address "GOLD," care Printers' Ink.

FOR SALE—Patriot's medal. This was struck in commemoration of the patriots of 1894, who voted for an honest dollar. Gold plated, 35 cts., in bronze, 50 cts. **ROBERT SNEIDER CO.**, Engravers, 145 Fulton St., N. Y.

AD NO. 1—We sell more type and printers' machinery and supplies than all other concerns, because our large purchases enable us to buy right and sell to the advantage of our customers. Why buy the second best when the best costs you no more! Buy outfits complete and save money and trouble. **AMERICAN TYPE-FOUNDERS' CO.**, Boston, 180 Congress; New York, Rose & Duane; Philadelphia, 606 Sansom; Baltimore, Frederick & Water; Buffalo, 83 Elliott; Pittsburgh, 323 Third Ave.; Cleveland, St. Clair & Ontario; Cincinnati, 17 Longworth; Chicago, 141 Monroe; Milwaukee, 80 Huron; St. Louis, Fourth & Elm; Minneapolis, 24 First; Kansas City, 323 Delaware; Omaha, 1118 Howard; Denver, 1516 Blake; Portland, Second & Stark; San Francisco, 606 Sansome.

WINDOW DRESSING.

TO prevent windowsteaming or frosting—valuable new discovery for \$1. Address WINDOW DRESSING DEPT., ASSO. Trade Press, Wash., D.C.

ADDRESSES AND ADDRESSING.

22,500 SUCCESSFUL farmers in New York State. Their names and addresses in printed form. Original list for rent. A. M. KING, Lock Box 1976, Waterloo, N. Y.

NAMES, fresh and up to date, of taxpayers (farmers and stock-dealers), with post-office addresses, obtained direct from county clerks of the various States through the South, East and West. Will be sold or rented to responsible parties. Can furnish lists of South and West almost entire, and receiving fresh lists every week from different States. For further information address A. H. DRUMMOND, 117 East Canton St., Boston, Mass.

ADVERTISING MEDIA.

CHRISTIAN WORKER, \$4 per inch per annum. It will pay you. Russellville, Ala.

40 WORDS, 5 times, 25 cts. ENTERPRISE, Brockton, Mass. Circulation 7,000.

ADVERTISERS' GUIDE, New Market, N. J. 6c. line. Circ'n 3,000. Close 24th. Sample free.

GRAND RAPIDS DEMOCRAT, leading paper in Mich. outside Detroit. LA COSTE, New York.

ANY person advertising in PRINTERS' INK to the amount of \$10 is entitled to receive the paper for one year.

THE PIQUA CALL "wants" advertisers who want results. Larger circ. than all other Piqua dailies combined. LA COSTE, New York.

ADVERTISING AGENCIES.

If you wish to advertise anywhere at any time, write to the GEO. F. ROWELL ADVERTISING CO., 10 Spruce St., New York.

WILMINGTON ADVERTISING AGENCY, 608 Equitable Bldg., Wilmington, Del. Conduct a general advertising business. Street cars and programmes a specialty. Write us.

WE are now placing or writing advertising for firms who do an aggregate business of \$2,792,513 a year. Doesn't that mean something? Let us talk to you about your business. THE ADVERTISERS' AGENCY, E. St. Elmo Lewis, Mgr., Penn Mutual Bldg., Phila.

THE BATES-WHITMAN CO., 132 Nassau St., N. Y., is the only agency on earth that is prepared to take charge of all of your advertising. Its work is not confined to newspapers and magazines. Its distinct specialty is to make and execute successful publicity plans for manufacturers and jobbers. Refers to absolutely every client on its books. Every one is satisfied. Every one is getting results. Write.

ADVERTISEMENT CONSTRUCTORS.

EFFECTIVE advertising. E. A. WHEATLEY, 257 Broadway, New York.

E. A. WHEATLEY, Specialist in Advertising, 257 Broadway, New York.

"OUR OWL." It's free. THE ADVERTISERS' AGENCY, Philadelphia.

GILLAM & SHAUGHNESSY, Advertisers, 633 & 634 Temple Court, New York. Write.

THEODORE SAMUEL HOLBROOK, Writer for Advertisers. Tribune Building, N. Y.

E. ST. ELMO LEWIS, Mgr. THE ADVERTISERS' AGENCY, Penn Mutual Bldg., Phila.

TROW-WHEATLEY CATALOGUE COMBINATION; high-grade business-bringing catalogues. Home Life Building, New York.

THE only writer of exclusively medical and drug advertising. Advice or samples free. ULYSSES G. MANNING, South Bend, Ind.

If you do, know or think of anything of interest to advertisers send it to Charles Austin Bates' Criticisms, 15-17 Beckman St., N. Y.

CALL on manager of nearest branch AM. TYPEFOUNDERS' CO., addresses as per ad No. 1 under "For Sale," and get posted on type.

MY little booklet, "How" tells what I do for the money you ought to pay me for advice. Ask for it. CHARLES AUSTIN BATES, Vanderbilt Bldg., N. Y.

ALL the borders and type used in PRINTERS' are at the disposal of people who have their advertisements put in type by me. WM. JOHNSTON, Mgr. Printers' Ink Press, 10 Spruce St., New York City.

WRITE your own ads. Save money and get the best ideas. Our Clipping Dept. will send you the latest ads in your line of trade. Want particulars? ASSO. TRADE & INDUS. PRESS, Washington, D. C. Established 1867.

M. BATES wants actual interviews with business men for publication in his new paper, Charles Austin Bates' Criticisms. The sender of every such interview will receive the paper for two years in payment for his services, and the sender of the best interview each month will receive a complimentary copy of Mr. Bates' handsome 700-page \$5 book—"Good Advertising." Address HOLMES PUBLISHING CO., 15-17 Beckman St., N. Y.

JEWELERS and merchants handling novelties in forms suitable for progressive such prizes will find a new tally-card in six colors that we have just designed, a trade winner. It is one of the prettiest specialties issued to the trade in a long time. Fully protected by copyright so your competitor cannot use it. Printed with your ad on the back, \$30 a thousand. THE ADVERTISERS' AGENCY, E. St. Elmo Lewis, Mgr., Penn Mutual Bldg., Phila.

I have just printed a handsome 48-page book about my business. It tells all about what I do for advertisers (other than retail). It gives methods, prices, samples. I have spared no expense on it, and I think it tells my story completely. It is the handsomest book I ever saw issued by an advertising specialist. Its appearance is in keeping with the service it advertises. I will send it freely to any business man (except retailers—it will not interest them). It is addressed to manufacturers, jobbers and general advertisers. CHARLES AUSTIN BATES, Vanderbilt Building, N. Y.

WE will write a series of twelve trade paper advertisements, illustrate them with original engravings, have the matter put into type and furnish an electrotype of each ad complete for a fair price, depending upon the size. The illustrations will be the personal work of our Mr. Helm, widely known to readers of PRINTERS' INK as "the best business artist in the United States." The writing will be personally done by our Mr. Moses. The engravings will be first class. The type will be set by printers with brains. The electrotypes will be made by people who possess intelligence as well as muscle. Our clients can depend upon getting work that has character and distinctness. It will be original advertising throughout. No working over—no syndication. Write to us about trade paper ads. Write to us about anything and everything in advertising. MOSES & HELM (C. Dan Helm, Bert M. Moses), 111 Nassau St., N. Y.

MOSES—The original Moses led the children of Israel out of the wilderness. It took him forty years, but he succeeded. Times were a little slower then than now. In history the name Moses stands out conspicuously as a leader, adviser, guide and law-maker.

HELM—The word "helm" means the entire steering apparatus of a ship—wheel, rudder and all. It is the vital part of a vessel. Without it the ship is at the mercy of the tossing waters of the sea.

MOSES & HELM—Isn't that a suggestive firm name? Chance has brought us together. Moses to lead, guide and advise—Helm to man the wheel and pilot business men through the stormy sea of competition by successful advertising.

That is our business—the writing and illustrating of successful, forceful, energetic, enthusiastic, attractive advertising, and the planning of ways, means and methods for business men to follow.

We are modern in every sense of the word. We are guiding and piloting men to success in a good deal less than forty years. May we help you? MOSES & HELM (C. Dan Helm, Bert M. Moses), 111 Nassau St., N. Y.



I think there is little doubt but that the more comfortable the street cars are, the more business-bringing and sales-making will be the cards that are run in them.

People want comfort before they will look on suggestions to spend money with anything like favor. If they are uncomfortable, worried, etc., they think of their troubles and refuse to allow the sweet, siren voice of the advertiser to percolate through their heartstrings.

Wherefore, let the street car companies take counsel with themselves, such of them as have the best interests of the public at heart, and endeavor to make their cars more comfortable, that those who ride in them harden not their hearts to the advertiser, and thereby render less valuable the space which the street car companies have to sell.

This is partly suggested by the plight of those who ride in the street cars of one of the larger Eastern cities at this season of the year—a plight brought vividly to mind by a trip up there during the recent cold spell.

All the windows coated with frost, all the passengers with their collars turned up and their hands in their pockets, shivering in their seats, and too much occupied with thinking of their coldness, and with observing the coldness of their *vis-a-vis*, to do more than glance at the attractive cards over their heads.

But not to go so far afield, there are our own Broadway cable cars, half of them without heat in the coldest weather; the remainder so badly looked after that they are nearly as cold as the others.

Any one who makes a trip in one of these cars on a cold day is invited to consider his feelings, and to judge for himself whether he feels in as "buy-

ing" a mood as he does when seated in one of the comfortable elevated cars, for instance.

The same theory applies in summer, when patrons are too often cooped up in close, stuffy cars on hot summer days, hot, perspiring and uncomfortable. Who shall say that thoughts of war do not come into the victim's heads sooner than thoughts of expenditure and liberality.

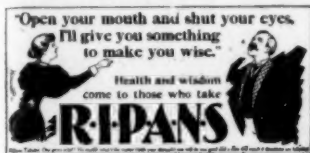
As street car advertising is, like most commercial enterprises, only a question of supply and demand, it must happen, as people grow more particular in regard to the space they use, by reason of modern competition, that such street car companies will find their space valued at less than that of rival companies, who have taken time by the forelock and anticipated the comforts and wants of their patrons.

This is one of the points where a large firm like KISSAM & Co. can, and does, exert an immense influence for the good both of the advertiser and of the street car patron.

The interests of both—indeed, of all three—are so closely allied that it is sometimes hard to see where they diverge, if at all. KISSAM & Co. have very clear-sightedly perceived this, and realizing, as few others have done, how much all interests are intertwined, have done their best on lines which they control to improve conditions of travel and the comfort of those who ride in the cars. This they could do with good prospects of success by reason of the immense amount of advertising which they place, which gives them a sufficient lever to move even such ponderous bodies as street car corporations.

With characteristic modesty PRINTERS' INK has refrained until now from presenting the street car card of the year, used by the company of which the founder of PRINTERS' INK is presi-

dent, the Ripans Chemical Co. Here it is, a shining example of good street car advertising, a card that has made business and sold Tabules.



Notwithstanding the large sums of money spent by the Ripans Chemical Co. in newspapers, magazines, etc., they still contrive to use a good deal of space in the street cars, principally in those controlled by GEORGE KISSAM & Co.

This, of course, only shows their appreciation of a good thing—their understanding of the fact that street cars reach the women, who suffer most from constipation, and that by using the street cars they reach a class of people, a number of whom are not to be convinced by newspaper advertising alone.

The Ripans Chemical Co. think (and success gives to their opinion the weight of experience) that newspaper advertising comes first, and is the main method which should be used in obtaining business-bringing publicity for their class of goods. After that comes street car advertising, reaching the people in such a way as most efficiently to back up good newspaper advertising, and to sell goods to people whom the newspapers do not always appeal to.

One of the strongest cards that has appeared for a long time is that of Sunlight Soap, shown below. It is so bold and white that it is almost bright, and well suggests the idea of sunlight on a dark space. The lettering on this card may be said to be an illustration in itself. The effect is unique, striking and of lasting recollection. The card is a good one and should bring business.



Another good card is that of Messrs. N. K. Fairbank & Co., for "Gold

Dust Washing Powder," shown below. The reproduction does but scant justice to the original, which is printed in gold bronze and two colors, and shows up very strongly even in the best of company. The two little pickaninnies are very funny, and the expression of their faces is a whole chapter in itself.



The advertising which Messrs. N. K. Fairbank & Co. do in the street cars is up to the high standard of that which they do in magazines and newspapers. Their annual advertising appropriation is one of the largest in America, and a large proportion of it is spent in the street cars, the major part in those of MESSRS. GEORGE KISSAM & Co.

The Fairbank concern is a good example of how a company may be old and conservative, and yet be up to date in its advertising and in the pushing of its products. No soaps are better known than those of N. K. Fairbank & Co., and none are sold more extensively. Their live, aggressive advertising makes itself felt as a power all over the country, and its name is a household word. To a very great extent, as N. K. Fairbank & Co. themselves acknowledge, this is due to their street car advertising, and the good matter they put out gets about all the good there is to be got out of the space they use.

The N. K. Fairbank & Co. were nearly two years studying the subject of street car advertising and whether it was a good medium.

The arguments put to them, however, with relation to the undeniable facts that a card in the street cars must be seen, that there are only 18 to 20 advertisements altogether in the car, that every position is a "preferred one," and that the great consumers—that is the women—comprise the majority of the riders in the street cars, determined them to make an extensive appropriation for this medium. With a very small exception this was placed through the firm of GEORGE KISSAM & COMPANY.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ISSUED every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

FOR ten dollars, paid in advance, a receipt will be given, covering a paid subscription from date to (January 1st, 1901) the end of the century.

BEING printed from plates, it is always possible to issue a new edition of five hundred copies for \$25, or a larger number at same rate.

PUBLISHERS desiring to subscribe for PRINTERS' INK for the benefit of advg. patrons may, on application, obtain special confidential terms.

IF any person who has not paid for it is receiving PRINTERS' INK it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

OSCAR HEERBERG, Managing Editor.
PETER DOUGAN, Manager of Advertising and Subscription Department.

NEW YORK OFFICES: No. 10 SPRUCE STREET.
LONDON AGENT, F. W. SEARS, 108 Fleet St.
CHICAGO, BENHAM & INGRAHAM, 315 Dearborn St.

NEW YORK, JANUARY 27, 1897.

PUTTING an ad in a single issue of a paper and then withdrawing it is like letting a life insurance policy lapse after one premium has been paid.

ARE juvenile publications good mediums for advertisers? Most advertisers think not. PRINTERS' INK would be pleased to publish opinions from every one interested.

Our Owl, an advertising monthly issued by the Advertisers' Agency, Penn Mutual Life Building, Philadelphia, is sent free to all merchants who write for it on their letter-heads. And it seems to be well worth writing for.

THE actual average circulation of the New York *Evening Post* in 1896 was 24,037. The actual average circulation for the three months ending January 15th of the current year was 25,491. The *Post* is now equipped with three new quadruple presses, having a capacity of 72,000 papers per hour.

NOTHING sells goods so well as showing the goods themselves, or a picture of them, or a picture illustrating the felicity of possessing them.—*Engraver and Printer.*

PEOPLE used to think a good idea worth a lot of money. But in these practical days an idea, as such, has no market value. It must be developed by brains and energy and exploited by advertising before it can mean anything in dollars and cents.—*Washington (D. C.) Pathfinder.*

THE true art of advertising is in procuring customers. Because an advertisement is read—because it excites curiosity or causes amusement—is no proof that it is profitable to the advertiser. Good advertising is the kind that makes its influence felt upon the advertiser's pocket-book. The more it makes itself felt in this respect the better it is.

REGARD for the prejudices of the public is one of the things the advertiser cannot afford to lack. Many people are extremely narrow-minded, and irreligious references or statements that are apt to offend anybody should be persistently left out. The effort should be to make the advertising fresh and snappy without the possibility of offense to any one.

THE *Dry Goods Economist*, New York, of January 16th, contains a full-page advertisement of the *Ladies' Home Journal*, Philadelphia, stating that "if 10,000 women know that you make the best cotton, or the best braid, or the best hook and eye, you will do a certain amount of business—if 100,000 know it, you will do more business—if 1,000,000 know it, more still," and urging the use of the advertising columns of the *Ladies' Home Journal* in extending sales. This method of attempting to make advertisers of concerns who have not before advertised is novel and calculated to draw attention to the *Ladies' Home Journal* if it does nothing more.

THE well-conducted newspaper is the best and most economical medium of publicity available to the general advertiser.—*George R. White, President Potter Drug and Chemical Corporation.*

MOST advertisers have still to learn that if they use the half-tone illustrations in ordinary newspaper work, they will get inferior results unless in the making of the cuts a coarse screen is used and the etching is rendered consequently deep. Fine, shallow half-tones will not print well on 2½-cent paper, with a 4-cent ink and practically no make-ready. But entirely satisfactory effects will be secured if, in ordering half-tones—either portraits or views—engravers are particularly enjoined to make them not finer than 100 lines to the inch, and take care to etch extra deep, so that they will not fill up.—*Newspaperdom.*

If any advertising scheme is decided on, it is of the first importance to calculate what it will cost to do thoroughly, and then consider whether it is really worth the price. Many advertising schemes are started without any adequate plan or proper understanding of what is to be done. Money is dribbled out week after week and month after month, and at the end of a year it is found that a perfectly unexpected sum has been spent and very little gained. If a scheme is worth five hundred dollars to carry out indifferently, it is worth an extra fifty or one hundred dollars to make it effective. A plan that a small additional amount will make too expensive is not a very valuable one.

It is the practice nowadays to pay very much more attention to the details of advertising than was thought requisite formerly. The man who appeals to the public to-day must, in the first place, have something to sell that the people want; next he must tell his story in such a way that people who read it will become convinced of the value of the thing he offers them; then he must cause his story to be printed in the papers where it will most likely be seen by the largest number of the sort of people most likely to want the thing he has to sell. He must secure for his story such a place in the paper as will make it probable that it will not fail to be seen by all the readers of the paper; and finally, in order to make sure of all points, he must have his advertisement so constructed, so set up, so illustrated, that whoever takes the paper in hand in which the advertisement appears cannot fail to see the advertisement and to read it, to be impressed with it, and to go to him and buy the article which he advertises to sell.

\$75 FOR A \$12 SERVICE.

The following advertisement appeared in PRINTERS' INK on December 9th:

QUOTE gross and net price for one inch 36t in weeklies, 16t e. o. d., in dailies to cover Ill., Ind., Ia., Kan., Minn., N. Y., Neb., N. Dak., Pa., So. Dak., Texas, Va., West Va. and Wis. Publishers who are not rated in the N. D. with "actual average for the past year" need not reply. STANLEY DAY, New Market, N. J.

The offers from publishers whose rating complied with the terms of the ad were out of all reason. Take, for instance, one daily with a circulation of 3,000, asking for one inch, e. o. d., for one year, \$75, when expert value says one inch every day in a daily of that circulation is worth only \$18!

I have ten thousand dollars to place out

at legitimate value, but I will not be a party to virtually rob an advertiser, which such quotations virtually amount to. — Stanley Day's Advertisers' Guide.

Unless an advertiser has a special reason for appealing to the people of a specified locality he cannot afford to pay more than 50 cents per line per year per thousand circulation in a daily paper, or more than 20 cents per line per year per thousand in a weekly. This would be equivalent to \$21 per inch per year, set in agate, in a daily paper with 3,000 average issues, and \$7.40 per inch per year in a weekly with 3,000 average issues. At the daily rate above quoted a one-inch advertisement in the *Philadelphia Record*, with its 170,000 daily issues, would be worth \$1,190. The *Record's* charge for the service would be something less than this. The scale adopted by the Ohio Associated Dailies fixes \$20 as the minimum price for inserting one inch one year in a daily with 3,000 average issue.

TOO LATE, ANYWAY.

In the *Congressional Record* for January 5, page 484, one may read the debate printed below:

Mr. Kyle—Now, I hold in my hand some of these books which are now passing through the mails of this country as second-class matter, and I want to ask you, as I presume some of you, most of you, are fathers, if you would like the Government to put its machinery into operation to convey to your boy a book bearing the title of this book which I show you, "If the Devil Came to Chicago" (laughter)—"Entered at the post-office at Chicago as second-class matter," and which is carried at one cent a pound, while good books bound pay eight cents per pound, thus making it easier to obtain the trash than solid reading matter?

Mr. Milliken—Will the gentleman allow me to ask him a question there?

Mr. Kyle—Certainly.

Mr. Milliken—How far do you think the devil would have to travel to get to Chicago?

Mr. Kyle—Well, sir, if you have a question you desire to ask, I will answer it, but will not reply to that which you have asked, with all due respect to you.

Mr. Cox—He is there already.

It would appear that Mr. Loud's bill to cut off sample copies and require newspapers to conduct miniature post-offices and to regulate the manner of folding supplements, has still another object far reaching and paternal: but in Mr. Cox's opinion the relief will come too late, even if the bill passes, and PRINTERS' INK has reason to believe its chance of passing the Senate and becoming a law is rather less than the prospect of expelling the devil permanently from the Windy City.

Two Questions Answered

WHAT CAN I ADVERTISE

in the Chicago Newspaper Lists ?

Everything that secures a large sale by advertising—whatever people in ordinary life use.

HOW IS IT DONE ?

You simply have one ad written and set up, and make one electro of it. You deliver this electro to the

CHICAGO NEWSPAPER UNION

and they then insert your ad in

1500 COUNTRY WEEKLIES

with a circulation of over one million copies each week. You are saved all detail, and pay but one bill. Can anything be easier ? Catalogue free.

Address

CHICAGO NEWSPAPER UNION,

10 Spruce St., New York, N. Y., or

87-93 S. Jefferson St., Chicago.

ADVERTISING FOR RETAILERS.

Advertisers everywhere are invited to send matter for criticism; to propound problems and to offer suggestions for the promotion of better advertising. Send newspaper ads, circulars, booklets, novelties, catalogues. Tell your advertising troubles—perhaps *PRINTERS' INK* (The Little Schoolmaster in the Art of Advertising) can lighten them. Address all communications to the Editor of *PRINTERS' INK*.

John E. Mayhew is the advertiser for the Barnard, Sumner & Putnam Co., of Worcester, Mass. He has flooded *PRINTERS' INK* lately with his clipped ads. The company uses a great deal of space, and Mr. Mayhew has to write a good deal to fill it.

The matter is good advertising, because it contains plenty of descriptions of goods and plenty of prices well displayed. It is undoubtedly prime news matter of an excellent, up-to-date store. It therefore undoubtedly sells goods, but when Mr. Mayhew tries to write headings or anything else except pure news matter he doesn't succeed so admirably. There is only one heading in the large number of ads which he has sent to *PRINTERS' INK* which is really worth reproducing. That is worth printing, because it tells in a perfectly clear manner the position of the different departments in the store. It was used at Christmas time for the guidance of the large number of shoppers which are not regular customers of any store, but which spring up mushroom-like during the few weeks before Christmas.

HOLIDAY "TRADE-MARKS."

Don't mind the crush around the entry. Once get fairly into the store and you'll be O. K.

Turn to the right for the 10c. to 50c. small goods. To right for Gents' Furnishings, Shirts, Neckwear and Umbrellas.

Turn to the left for Lace Department, to left for Handkerchiefville, Shirtville and Ribbontown.

Keep straight on for Santa Claus, special display counter on the right.

The other large ads of this company are not as effective as they should be, because there are too many kinds of type used, and because so many phrases are emphasized by being set in caps and bold face that there isn't any strength left when you do come across something which should stand out prominently.

There is one thing about Mr. Mayhew's ads which he should be quarreled with about. He has constantly used the catch-line at the top of the ad "Did You Read It in Our Ad?—Then 'Tis So." There is no longer any

excuse for anybody in this country paraphrasing the old and hoary *Sun* epigram. It wasn't particularly convincing when the *Sun* first sprung it on the public, and since then it has deteriorated very much through inconsiderate and promiscuous use.

* * *

Here's a good ad. It was written by Strouse & Bros., of Main and Second streets, Evansville, Ind. It is strongly set up in Jensen Old Style. The subdivisions are clearly separated, and the whole ad has a solid appearance, which brings it right out. You can't get away from it. It isn't splurgy. It has a cut of a Shetland pony at the top, with this reading matter following:

WE DO NOT SELL PONIES,

We give them away. This is "MAZEP-PA," the famous white beauty, a full-blooded, thorough-bred Shetland, and worth a herd of common ponies. We have a Guessing Contest at our store, the successful guesser gets the pony. We give a guess with every \$1 in purchase.

WE SELL HIGH ART CLOTHING

The best clothing made, and the cheapest sold, quality and make considered. We make it ourselves and we sell it ourselves, no middleman business about it. We have more clothing, "Good Clothing" than all the other stores in Evansville put together. We can save your time and your railway expenses on a medium suit or overcoat. FINE ALL-WOOL SUITS, \$3 and up; Fine All-Wool Overcoats, \$7.50 and up, and children's suits and overcoats proportionately as cheap. For good qualities give us a trial.

We also Sell Hats and Caps.

We sell more of them than all other dealer in town. We sell good Hats or Caps cheaper than any dealer in town can sell them, because we buy them for spot cash from the factories. Where we save our customers save. We've the best hats made, and can sell a good one for \$1, and a good cap for 25 cents.

MEN'S FINE UNDERWEAR,

Fleece lined, 75c. and \$1 a suit. Plain and fancy shirts, good qualities, 50c. and up. We have complete lines of everything for men's, boys' and children's wear, sold strictly for one price, and that the lowest. All goods marked in plain figures.

When a man gets to reading this ad he isn't going to stop. It's snappy. It's bright. It talks sense—business

sense. Every word in it counts. Every word tells something. It's a good ad.

Does "pretty" advertising pay?

We have received a communication on cardboard in the shape of a folder. The first page shows a very artistic photograph, entitled "Awaiting the Dawn." The second page vouchsafes the information that Geo. P. Syfert, with Bancroft, Sheldon & Co., of Columbus, Ohio, is the sender. He says on this page:

Greeting:

It is here—
The long hoped-for
Ninety-seven.

May its bright dawn mean much to you, and as each day's history is recorded may its victories be yours.

It continues on the second page as follows:

A successful business man is one who, through his own efforts, has made for himself a reputation among his fellow-men for ability, honesty and financial worth.

Much of the failure in this world may be attributed to the fact that too many people are firing at the bull's-eye of success with blank cartridges.

Suddenly he changes his style, and Mr. Syfert holds forth on the fourth and large page in the vernacular:

If in this world you wish to win,
And rise above the common chump,
Take off your coat and pitch right in—
Don't wait, lay hold, hang on and hump.
Don't wait until the iron's hot,
But make it hot by muscle;
Don't wait for wealth your father's got—
Take off your coat and hustle.

What does it all mean? If you're willing to give it enough study you come to the conclusion that Mr. Syfert represents the firm of Bancroft, Sheldon & Co. in some particular way—that he has a personal pull among the firm's customers—that he wanted to send them a New Year's greeting. He did. Whether it is good advertising or not is hard to tell. He might have sent, with much better effect, to each one of his customers—as we have assumed—a good cigar and a card bearing the words, "While you're smoking this think of me and of the business I can do for you."

W. R. Wheat, of Los Angeles, Cal., sends us some ads which he has written for Wilson's markets. There are some good points in these ads. Most of them are on special features. For instance, he has used seven inches deep across four columns to print an

ad which says right in the center of a lot of space:

Beef Roasts, 5c. lb.

AT

WILSON'S 8 MARKETS.

TO-MORROW (SATURDAY).

In the four corners he has used these four words: Fresh, Juicy, Clean, Wholesome.

Another day he makes Lamb day, for which he quotes prices which seem to be exceedingly low. There is only one ad in the lot which is devoted entirely to argument. It is as follows:

8—MEAT MARKETS—8

Owened and run by one man; means a reduction in the expense of running each market.

WHAT OF IT?

A proportionate reduction in the cost of meats to the consumer. W. D. WILSON has this day bought the four large markets of C. W. Foster—one being the famous Marble Market, 749 Market street—making eight markets in all where Choice Refrigerated Meats can be procured. Patronize any of the following

WILSON MARKETS,

And profit accordingly.

All meats Spot Cash. Free city delivery.

There is only one ad which might be considered bad among the lot. It takes up a good deal of valuable space to say "Watch the signs at Wilson's 8 markets." It would have been a great deal better to have given the wordings on some of the signs, because a lot of people who read the papers probably never notice signs.

When special days are kept up persistently and special prices are honestly made, they nearly always result in decidedly increased trade.

Two specimens of the conservative class of advertising are submitted by George Smith, who runs the "People's Drug Store" in Seymour, Conn.

One is printed on the first page of a sheet of note paper. Its wording is not worth reproducing. It is neatly printed and presents an attractive appearance.

The other specimen is not so elaborate. It is an invitation for people to buy Christmas gifts from the "People's Drug Store" and is printed on one side of a single sheet of paper. The wording is all right. It is not so conventional as the other specimen and is rather convincing.

Most of the ads sent by the Bryant

Press, of 20 Bay street, Toronto, Can., talk too much about other things than their business. The ad which follows shows you how long it takes them to get to the point, and how fine that point is :

A Very Little Thing

Sometimes turns the current of man's esteem for man—from a business standpoint—in one direction or another.

For instance, one man avails himself of all the up-to-date facilities for carrying on his business, secures the esteem of his fellows—and succeeds.

Another travels in the old paths, uses the obsolete methods of last century, fails to secure the esteem of present-day business men—and does not succeed.

The use of neatly-printed business stationery is an essential to the present-day business that would succeed.

Do You Use It?

Try us with your next order.

Here is a much better ad, which has evidently been published in a church paper. It is the opposite of the other ad, because it goes right to the point and stays there.

EVERY CHURCHMAN

Delights in possessing a library of neatly-bound books.

It sometimes happens that very valuable books—through much handling—require re-binding, but the matter is neglected from time to time, until at length they fall to pieces.

WHY NOT

gather together a number of such books—if you have them—and send to us to be rebound? We do the work well—we do it at a reasonable price.

If you prefer, send card of inquiry as to price, stating size of books and kind of binding required.

THE BRYANT PRESS, TORONTO.

Here is another really good ad turned out by the same firm :

GOOD PRINTING

Is like good painting—it demands and obtains a second glance. The second glance leads to thought about and knowledge of the thing portrayed, and then on to the artist or advertiser.

The kind of printing as well as the kind of painting that it pays to do and to have done is that which obtains this "second glance." Plenty of the other kind!

We are PRINTERS. Our work obtains glances of admiration, and thus leads on to the end desired. We don't do the "other kind." Put us to the test.

THE BRYANT PRESS,
20 BAY ST., TORONTO.

READY-MADE ADS.

[I do not write these ready-made ads. They are taken wherever they are found, and credit is given to the author when he is known. Contributions of bright ads are solicited. The name and address of the writer will be printed, if he wishes it to be.—Ed. P. I.]

For a Dry Goods Store.

NOW FOR WINTER JACKETS.

We will state as a fact that during the entire life of this house, Jackets such as these have never been offered for so little money as now. They are all this season's styles to select from, which must be sold during the next twenty days, as by that time the goods for spring will be coming in and winter goods forced to the rear.

For a Clothing Store.

If You're an Expert

in Clothing you can buy anywhere, as your knowledge of material will protect you from the over-priced merchant.

If You're Simply a Judge

How much better it is to come here, where your money is just as good as your neighbor's, the poor the same as the rich.

For a General Store.

Why Is It?

You often hear the above remark, why is it that our store is always crowded when other stores on the street are empty?

We Can Answer.

- 1st. Because we do as we advertise.
- 2d. We try and treat every one alike.
- 3d. If anything is bought at our store and is not satisfactory we refund your money.
- 4th. We sell you goods cheaper than our friends.
- 5th. We carry the largest stock of groceries in the city for you to select from.
- 6th. We buy almost all of our goods from headquarters, which insures their being fresh.
- 7th. We will sell you goods from 6.30 in the morning until 6.30 at night, and all you want.
- 8th. Because we do business on the square and in an honest way and do not sell you goods at one price and your neighbor at another, as we have but one price and every one gets that price until it is changed.

For a Clothing Store.

A Winter Need—

A good warm storm coat
—at a needful price during these hard times. We sell a beauty for —

For Any Business.

The Busiest Stores

are the best places to shop. They wouldn't be busy if they weren't. We acknowledge we are busy—busiest for years, and there are good reasons for it! You'll find them out when you come!

A PLAN THAT FAILED.

The use by the H-O Company of the big man and the little man, the former wearing a sign, "I Eat H-O," and the other a placard reading, "I Don't," was cleverly caricatured by R. K. Munkittrick, the humorist, in *Harper's Weekly*, several months ago. As many of the readers of PRINTERS' INK have probably not seen the article, it is here reprinted:

It was one of the most prosperous business houses in the city, not only because its chief article—a breakfast cereal—was one of sterling merit, but because its methods of acquainting the public with that fact proved it to be a house that was conducted by men who understood the art of eccentric advertising in all its most delicate and subtle phases. They did not make it a point to call the attention of the public to the fact that Fattine was consumed entirely by crowned heads, fearing that they might waken the latent prejudices of all democratic people. They didn't say that Achilles and Orion would eat it if alive to-day, for fear of flying over the intellectual heads of people who might not be familiar with the classics. Nor did they herald its virtues in letters of electricity on the ebony bosom of the night. They knew very well by experience that their great chance of success lay in establishing their claim that Fattine was the staff of life used by the brawny, hard-muscled, twelve-dollar-a-week Spartan, with a wife and eight children to provide for. So they lit upon the novel plan of sending two men up Broadway side by side. One man stood over six feet high, and weighed two hundred and twenty pounds. He bore upon his back and bosom the legend in great black letters:

I EAT FATTINE!

His companion was a man about five feet high, and weighed probably ninety-five pounds. He also wore a legend:

I DON'T!

As they walked up Broadway they were, considered collectively, the cynosure of all eyes.

Many were the comments on the shrewdness of the advertisers in attracting public attention to Fattine, and many were the comments on the great moral courage of the two men who wore the signs lashed about their bodies.

They were followed by a surging crowd that shouted and laughed, but still they plodded on, with the stolid determination to perform their duty according to the terms of the contract. If the proprietors of Fattine had been present they would have flapped their commercial wings with joy, and concluded that the wealth of the Indies was about to be bestowed upon them by a grateful world. But they were not there, and their peripatetic representatives, using their own judgment, left the crowded thoroughfare to take a mental rest on Church street. Now, the sidewalks on Church street are very narrow, and on this day they were littered with great dry goods cases awaiting shipment. Sometimes the big man would crowd the little man into the gutter, and would not listen to the latter's profane admonition to keep on the outside and make the signs read right. For the little man, with a keen sense of humor, realized that his companion represented the story of Fattine, while he was the *denouement*, and that he thus bore the same relation to his companion that the tercets of a sonnet bear to the quatrains. Still the large man kept the walk, and crowded his colleague into the gutter, which was full of mud. This system of injustice was maintained until the little man who didn't eat Fattine lost his temper, and landed a blow on the chin of the giant, and sent him sprawling in the middle of the street. The large man was up in an instant, fanning the air with both hands, for the little man who didn't eat Fattine could not be reached. The only time the big man touched him was when his face encountered the knuckles of the little man, which filled the crowd with a delight little short of a benison.

When the big man finally was forced to give up the unequal contest, he said to his small friend, "What do you eat, anyhow?"

"Beefsteak and potatoes," replied the small man.

And when the proprietors of Fattine heard about it they dismissed them both, and resorted ever after to legitimate and dignified forms of advertising.

THE successful advertiser watches closely the work of contemporaries, gaining an idea here, discovering a flaw there—which enables him to be on his guard—and finding suggestions everywhere.

THE FATHER OF INTERVIEWING.

The late editor McCullagh is credited with being the father of the American interviewer. As Washington correspondent of the Cincinnati *Commercial*, he interviewed everybody, from President to doorkeeper, and he once took in the cook of the White House.—*News-paperson*.

ARRANGED BY STATES.

Advertisements under this head 50 cents a line. Must be handed in one week in advance.

MICHIGAN.

GRAND RAPIDS DEMOCRAT covers Western Michigan.

MISSOURI.

COVERS the field—St. Joseph HERALD—8,000 d. 8,000 s., 9,000 w. LA COSTE, New York.

NEW YORK.

BINGHAMTON LEADER.

BINGHAMTON LEADER, the tea table favorite.

BINGHAMTON LEADER, leading afternoon paper and the favorite family medium.

BINGHAMTON LEADER, the home paper, filled full of live local and general news; no boiler plate, no fake features, but a legitimate paper commanding the confidence of its constituency.

BINGHAMTON LEADER, first-class penny afternoon paper. Most important daily in that city, commanding the respect and confidence of readers and advertisers alike, both at home and abroad. Average circulation covering every issue 1896, Daily, 8,745; Weekly, 6,600. More circulation weekly than all the other Binghamton weeklies combined. THE S. O. BECKWITH SPECIAL AGENCY, Sole Agts. Foreign Advertising, New York and Chicago.

TEXAS.

GALVESTON TRIBUNE.

GALVESTON TRIBUNE, a money winner.

GALVESTON TRIBUNE, the most influential.

GALVESTON TRIBUNE, prosperous and powerful. Leads the afternoon procession.

GALVESTON TRIBUNE makes money for itself and will make it for you. Thoroughly up to date, with all modern mechanical appliances. A live paper for live people.

GALVESTON TRIBUNE, every copy counts. City circulation larger than any newspaper in Texas. A dividend-paying medium, backed by the brains and capital of the city.

GALVESTON TRIBUNE, Daily four pages, Weekly eight pages, all live, prosperous papers, published by the Galveston Pub. Co., W. F. Ladd, Pres.; Chas. Fowler, Vice-Pres.; George Sealy, Treas.; Fred Chase, Sec'y and Bus. Man.; Clarence Ousley, Editor. S. C. Beckwith Special Agency, sole agents.

WASHINGTON.

SEATTLE TIMES.

SEATTLE TIMES is the best.

THE TIMES is the home paper of Seattle's 40,000 people.

SEATTLE'S afternoon daily, the TIMES, has the largest circulation of any evening paper north of San Francisco.

CANADA.

\$6.00 A line yearly. 30 best papers in Prov. Quebec. E. DESBARATS, Ad Agency, Montreal.

Displayed Advertisements.

Must be handed in one week in advance.

AGRICULTURE.

BREEDER AND FARMER, Zanesville, O.

MOTOCYCLE.

MOTOCYCLE, 1638 Monadnock Block, Chicago.

GUARANTEED CIRCULATIONS.—The circulation of the following papers is guaranteed by the publishers of the AMERICAN NEWSPAPER DIRECTORY for 1896, who will PAY A REWARD of \$100 in each and every case where it shall be proved that the paper was not entitled to the rating accorded.

ILLINOIS.

EIGHT-HOUR HERALD, Chicago, 17,370.

MAINE.

O. C. ADVERTISER, Norway, Maine (local), 2,340

WANTED.

A BRIGHT MAN—a young man preferred—who wants to edit and manage a good, fairly successful home-print weekly in a New Jersey town adjacent to New York. Published regularly for ten years. Can buy the paper, presses and job office cheap. Family wish to close estate. Address immediately,

F. L. C., Box 443, Englewood, N. J.

The Evening Journal,

JERSEY CITY, N. J.

Average Daily Circulation for 1895, 14,362.

Guaranteed by American Newspaper Directory.

Send for sample copies of all the Albany, N. Y., papers. Compare them and you will readily see why

THE ARGUS

leads all others in circulation.

It is one of the largest newspapers, and concededly the best newspaper published between New York and Chicago.

Daily, Sunday and Semi-weekly.

Send for rates and sample copies.

THE ARGUS COMPANY

The St. Joseph Daily Herald.

An Eight-Page, Seven Column Newspaper, containing Telegraphic Reports from all portions of the world. All the news of St. Joseph and the Great Northwest.

Intelligent editorial and carefully selected miscellany. Full, complete and absolutely correct market reports.

Special correspondence from Capitals of neighboring States. Published every day in the year. Mailed to subscribers at six dollars per year, in advance. We cater to a class of readers that will pay advertisers to cultivate.

8,000 - - Daily

8,000 - Sunday

9,000 - Weekly

H. D. La Coste In charge of
38 Park Row Eastern Adv'g
New York Department

VOTES ARE COMING IN

thick and fast. Almost every day alters the complexion of the Printer Laureate Contest!

The three leaders are making a magnificent struggle for supremacy.

Four days more in which votes will be received.

The "CENTURY" PONY is



a new type of press, and a most fitting laurel wreath for the coming Printer

Laureate.

Campbell Printing Press & Mfg. Co.

6 Madison Avenue, New York.

334 Dearborn Street, Chicago.

IOWA

Consumers can better be reached by an advertisement in the

DES MOINES Daily News

than by the use of any other Iowa Newspaper.

REASON: It has double the circulation of any competitor.

PROOF: The following table. Read it carefully. . . .

AVERAGE CIRCULATION OF THE DAILY NEWS FOR SIX MONTHS, 15472

DATE.	JUNE	JULY	AUG.	SEPT.	OCT.	NOV.
1	14750	15600	15270	15515	15100	*
2	14980	15190	*	15005	15380	15750
3	14980	15175	15140	15100	15390	15990
4	15250	...	15080	15905	*	21300
5	14900	15200	15140	15980	15390	18050
6	14900	15200	15245	15520	15900	15900
7	*	15090	15245	15550	15940	16300
8	15150	15100	15385	15510	15630	*
9	15275	15350	*	15130	15120	15710
10	15050	15050	15225	15830	15090	15990
11	15100	15140	15270	15630	*	15560
12	15000	*	15050	15130	15520	15520
13	15100	15110	15190	*	15390	15630
14	*	15080	15280	15290	15160	15100
15	15000	15130	15305	15300	15220	*
16	15160	15350	*	15125	15190	15450
17	15000	15135	15140	15430	15430	15700
18	15500	15350	15100	15050	*	15670
19	15300	*	15125	15330	15550	15440
20	15100	15040	15110	*	15390	15290
21	*	15135	15100	15120	15560	15340
22	15050	15215	15300	15040	15750	*
23	15300	15150	*	15100	15830	15680
24	15850	15270	15150	15040	17290	15450
25	15350	15445	15130	15100	*	15680
26	15275	*	15400	15150	15530	15100
27	15550	15385	15085	*	15450	15250
28	*	15340	15080	15000	15550	15450
29	15000	15045	15005	15130	15080	*
30	15435	15225	*	15180	15850	15250
31	...	15345	15000	...	15550	...
Total for month.						
Average.						
307490 307900 306668 308170 321340 403200						
15298 15304 15218 15315 15601 16128						

I, P. B. Durley, Treasurer of the Des Moines News Company, on oath state that the above statement is true and correct.

I further depose and say that the number of papers spoiled in printing, left over, and returned unsold, averaged less than 300 per day, all others being used in the regular bona fide circulation of the paper.

P. B. DURLEY.

Subscribed and sworn to before me this fifth day of December, 1896.

F. S. DUNSHEE,

Notary Public in and for Polk County, Iowa.

Papers that Please, Pay.

Anybody who knows anything about OHIO knows that **SPRINGFIELD** is one of the best cities in it, and anybody who knows anything about Springfield knows that the daily

Republic- Times

is far and away the best paper there. It gives more news and fresher news, and carries more ads and better ads than several of its competitors put together. It's the paper that Springfield people read, and it's the Springfield paper that gives advertisers' results.

The Hosterman Publishing Co.

SPRINGFIELD, OHIO.

50 Hampshire Block,
CHICAGO.

1227 Am. Tract Society Bldg.,
NEW YORK.

A Good Paper in a Good Town.

THE Circulation of

— THE —

Milwaukee Journal

like that probably of every other sound money newspaper, is being strengthened day by day, both in quality and quantity. THE JOURNAL leads every paper in the State in circulation as well as advertising. Any outside advertiser using THE JOURNAL and one Republican newspaper takes in all there is in Wisconsin worth having. Local merchants appreciate the combination.

THE JOURNAL CO.,
Milwaukee.

A. FRANK RICHARDSON,
New York and Chicago.

22 Years

of continuous success

The Vickery & Hill List has been published for twenty-two years continuously. During all that period there has never been one year that the business has been conducted with a loss. Pretty good record, isn't it? IT HAS ALWAYS been kept to a HIGH STANDARD. IT HAS ALWAYS been SATISFACTORY to the subscribers and IT HAS ALWAYS been a source of profit to advertising patrons. From a very modest beginning it has grown to giant circulation and an advertising patronage aggregating last year but a trifle less than \$200,000.

It pays advertisers to be identified with successful mediums. : : : : :

The Vickery & Hill List

WILL MAKE MONEY FOR YOU IF
YOU USE IT WITH THE RIGHT
KIND OF AN ADVERTISEMENT.....

C. E. ELLIS,

MANAGER OF THE ADVERTISING,

401-402-403 Temple Court Bldg., New York City.

CHICAGO OFFICE:

903-4 Boyce Building,

W. J. KENNEDY in charge.

BOSTON OFFICE:

55 Equitable Building,

E. R. GRAVES in charge.

"The best evidence of the value of a newspaper as an advertising medium is the extent to which local merchants, dry goods houses, etc., patronize its columns."—Intelligent Advertiser.

According to this—

The St. Louis
—STAR,

65,000 Daily,

68,000 Sunday,

Is the best afternoon paper in St. Louis.




Investigate for yourself, or

Interview  *EIKER,* 



148 Tribune Building, New York City.




A Good Picture and A Good Joke

Are sure to please every
man but a dyspeptic.




BOTH can be found
in every issue of   

TRUTH.

ADVERTISERS like
to catch a man when
he is feeling good.  

THEN there is no better medium
they can advertise in than   

TRUTH.

IT costs but 50 cents a line
to catch a good buyer.   

Address

TRUTH,
203 Broadway, New York.

Written by Thos. F. Daly.

Beware of Ink Pedlars!

Office of THE ARIZONA JOURNAL-MINER,

PRESCOTT, ARIZ., Dec. 23, 1896.

PRINTERS INK JONSON, New York:

DEAR SIR—I was prevailed on to patronize a Western industry—home enterprise—the Colorado Ink and Roller Co., through their representations that they made a much better ink than Jonson's ink, that was specially adapted for mountain altitude and all such stuff. Well, I have tried it, and have ink for sale now, so I herewith inclose \$5.00 for another 100-lb. keg of your news ink.

Please ship at once, and I will promise you right now that no ink pedlar will be able to work me in the future.

What I have on hand now from the Colorado firm is the very worst that I have ever seen in my experience of twenty-five years in the newspaper business.

Respectfully, J. C. MARTIN, *Publisher.*

The above case is only one of many that have recently come to my notice, and in every instance they have found my ink superior to any other. I have several imitators throughout the country, and they are even bold enough to take my advertisements and put their names at the bottom. It does not worry me, as I know that sooner or later my customers will find that there is no equal to Printers Ink Jonson's inks.

My news ink is the best in the world, and is sold at 6 cents a pound in 2½-lb. kegs, and at 4 cents a pound in 500-lb. barrels.

My job inks are the finest ever produced by the art of man, and are sold in ¼-lb. cans at 25 cents a can, with the exception of Carmines, Bronze Reds and Fine Purples. For these I charge 50 cents a ¼-lb. can.

My terms are Cash with the order. My warranty—That the goods must be found as represented, otherwise I buy them back. Send for my Price List. Address:

PRINTERS INK JONSON,
8 Spruce Street, New York.

The Evening Wisconsin.

FIFTIETH YEAR.

MILWAUKEE, JANUARY 2, 1897.

THREE CENTS

Circulation for Twelve Months.

STATE OF WISCONSIN, } ss.
Milwaukee County, }

P. D. O'Brien, being duly sworn, says that he is now, and has been for seventeen years, foreman of the newspaper press-room of THE EVENING WISCONSIN, and has had charge of the presses and paper used in printing THE EVENING WISCONSIN; that he knows of his own knowledge that the average daily circulation of THE EVENING WISCONSIN for twelve months, from January 1, 1896, to January 1, 1897, was seventeen thousand seven hundred and forty-eight (17,748) copies. P. D. O'BRIEN.

Subscribed and sworn to before me this 1st day of January, 1897.

W. A. BOOTH,
Notary Public, Milwaukee County.

No other daily newspaper in the State of Wisconsin ever printed so large an average daily circulation for a year as THE EVENING WISCONSIN did in 1896.



"Princess of the Plains."

... THE ...

Wichita Eagle

PRINTS

10,000 to 12,000

COPIES DAILY.

It never resorted to any schemes to boom its circulation, to be followed by a collapse. Its subscription list is made up of CASH SUBSCRIBERS.

It don't have any D. H.'s on its list. It has no local advertising solicitors. It is a live, up-to-date, progressive and aggressive daily. Is growing greater each successive year in the hearts of its constituency. It adds new names to its list each mail. It has a field of its own, and is "Monarch of all it surveys."

It is published in the only actual wholesale city in the State.

These are some of its achievements, accomplishments and virtues.

Intelligent advertisers know what value to place on a publication of this kind.





23,709 COPIES DAILY

has been the average number of "TIMES" circulated each day for the months of October, November and December, 1896.

The **Kansas City Times**

is the most popular paper in the West to-day, and enjoys a larger number of readers than any other Democratic daily of the metropolitan class west of St. Louis. Kansas City is the gateway and fountain head for supplies to the entire West. Her 26 railroads make her one of the greatest distributing points in the world. **The Times** is her greatest morning paper and thoroughly covers the West. It is the largest in point of circulation, greatest in popular favor, and can and does give the advertiser better returns for his investment.

Rates in proportion to circulation lower than any other Western paper. Write to

THE TIMES PUBLISHING CO.,

Kansas City, Mo.

Or to:



The Greatest
Bicycle Medium
in Philadelphia.



THE PHILADELPHIA PRESS

published more bicycle advertising last year than any other daily in Pennsylvania. Its special Bicycle number of February 2, 1896, was the finest published by any American daily. The special Bicycle number for 1897 will be published February 14th.



Rate for Bicycle advertising
20c. per line.



TURNING ON THE SEARCHLIGHT

doesn't show much here, but if you
put a good, attractive card in those
large—the largest known—racks in
the cars of the ≡ ≡ ≡ ≡ ≡ ≡

BROOKLYN "L"

it will show people where and who
you are and what you are doing.

GEO. KISSAM & CO.

253 BROADWAY, NEW YORK.

35 SANDS ST., BROOKLYN.

Our New York

Lines of Street Cars
are as follows:

First and Second Avenue,
Broadway and Astor Place,
Broadway and Worth Street,
Eighth Street Crosstown,
Fourteenth Street Blue Line,

From East Twenty-third Street Ferry to
Christopher Street Ferry,

Fourteenth Street Red Line,
Fourteenth Street Yellow Line,
Eighty-sixth Street Crosstown,
Bartow & City Island.

Not many, but look at the way cards
are displayed and the **representative ad-
vertisers** who appear only in these lines.
They know Street Car Advertising

OF THE KIND THAT PAYS.

GEORGE KISSAM & CO.

253 Broadway, New York.

How Advertisers Make Money.

It is the practice nowadays to pay very much more attention to the details of advertising than was thought requisite formerly. The man who appeals to the public to-day must in the first place have something to sell that the people want; next he must tell his story in such a way that people who read it will become convinced of the value of the thing he offers them; then he must cause his story to be printed in the papers where it will be most likely to be seen by the largest number of the sort of people most likely to want the thing he has to sell. He must secure for his story such a place in the paper as will make it probable that it will not fail to be seen by all the readers of the paper; and finally, in order to make sure of all points, he must have his advertisement so constructed, so set up, so illustrated that whoever takes the paper in hand in which the advertisement appears cannot fail to see the advertisement and to read it, to be impressed with it, and to go to him and buy the article which he advertises to sell. To accomplish all that is here set down requires knowledge, judgment and experience. This knowledge, this judgment, this experience is what we have to offer. Advertisers who wish to do advertising that will bring them greater results at smallest cost should communicate with

The Geo. P. Rowell Advertising Co.

10 Spruce Street, New York.